



Euromonitor
International

Health and Wellness in Greece

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EXECUTIVE SUMMARY

Health-driven consumers embrace plant-based, no sugar and natural claims

INDUSTRY PERFORMANCE

Plant-based, high protein, and multifunctional nutrition choices rise
Natural and organic products build trust and offer perceived health benefits

WHAT'S NEXT

Health claims are set to drive growth and innovation across packaged food and drinks in Greece

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HW Hot Drinks in Greece

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health trends drive shifts in hot drinks while prices limit growth in 2024

INDUSTRY PERFORMANCE

Health-driven shifts reshape hot drinks consumption in Greece in 2024
The natural claim remains strong despite sales decline in 2024 driven by higher prices
Sales of no caffeine coffee are driven by specific health and wellness needs

WHAT'S NEXT

Vegan and plant-based hot drinks are set to drive growth over the forecast period
Natural hot drinks are set to return to growth, driven by health and clean label demand
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HW Soft Drinks in Greece

KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar and natural soft drinks support health driven growth in 2024

INDUSTRY PERFORMANCE

Health and wellness claims continue to influence buying habits in 2024
The natural claim continues to appeal to consumers looking for minimal processing, and the absence of artificial additives
No sugar products drive innovation and shifting consumption pattern

WHAT'S NEXT

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness claims support innovation in snacks in Greece in 2024

INDUSTRY PERFORMANCE

Growing health consciousness drives innovation and sustainability in snacks in Greece
High fibre snacks meet the growing demand for digestive health and balanced diets
No added sugar products gain momentum amid health-conscious consumer trends

WHAT'S NEXT

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fortified/functional and low fat claims drive sales in Greek dairy products and alternatives

INDUSTRY PERFORMANCE

Plant-based, high protein and fortified/functional claims drive innovation in dairy products and alternatives in 2024

Low fat positioning gains momentum as brands reformulate milk, cheese and plant-based alternatives

Calcium rich positioning strengthens sales of dairy, especially yoghurt and kefir, in 2024

WHAT'S NEXT

High protein, probiotic and organic claims are set to drive growth across the forecast period

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[HW Cooking Ingredients and Meals in Greece](#)

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2024 DEVELOPMENTS

Sugar reduction, natural claims and organic options support sales of cooking ingredients and meals

INDUSTRY PERFORMANCE

Ongoing health and wellness trends drive innovation and support health claims in Greece

The natural claim supports consumer perceptions of quality and authenticity

Organic claims drive consumer trust and growth across cooking ingredients and meals

WHAT'S NEXT

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HW Staple Foods in Greece

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health awareness and busy lifestyles fuel demand for high fibre and gluten free claims

INDUSTRY PERFORMANCE

Health and wellness trends drive innovation and growth in Greek staple foods in 2024

Consumers reach for the high fibre claim to support digest and overall health

Gluten free evolves from dietary necessity to a health and wellness lifestyle choice

WHAT'S NEXT

Busy lifestyles are set to support demand for fortified/functional and free-from staple foods

High fibre claims are expected to gain momentum, supported by interest in gut health

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