



Euromonitor
International

HW Dairy Products and Alternatives in Greece

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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
The low fat claim is expected to continue developing, with new launches in milk and yoghurt
Calcium enrichment and mineral fortification is set to support innovation in dairy products and alternatives

CATEGORY DATA

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Health and Wellness in Greece - Industry Overview

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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