

Dairy Products and Alternatives in Greece

<https://marketpublishers.com/r/DCC9543F6CE3EN.html>

Date: September 2023

Pages: 73

Price: US\$ 2,100.00 (Single User License)

ID: DCC9543F6CE3EN

Abstracts

Increasing product costs, rising energy prices, and inflation led to price rises across all dairy products in Greece. This has impacted consumer behaviour, hindered volume demand and limited purchases in line with reduced disposable incomes. There has been an increase in sales made during discount periods, while consumers have also shifted to private label offerings to save costs. Private label momentum was the strongest in yoghurt, where sales have almost reached that of major players like Fage...

Euromonitor International's Dairy Products and Alternatives in Greece report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Dairy Products and Alternatives in Greece
Euromonitor International
September 2023

LIST OF CONTENTS AND TABLES

DAIRY PRODUCTS AND ALTERNATIVES IN GREECE

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 5 Penetration of Private Label by Category: % Value 2018-2023

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BABY FOOD IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low birth rates and high price points challenge sales of baby food

Players launch health and wellness products as Nestlé Gerber enters the landscape

Launches in prepared baby food focus on added vitamins, protein and calcium

PROSPECTS AND OPPORTUNITIES

Organic and hypoallergenic options continue to rise over the forecast period
Goat's milk is set to be an ongoing and rising trend, thanks to multiple health benefits
E-commerce gains ground as consumers appreciate branded options and convenience

CATEGORY DATA

Table 23 Sales of Baby Food by Category: Volume 2018-2023

Table 24 Sales of Baby Food by Category: Value 2018-2023

Table 25 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 26 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 27 Sales of Growing-Up Milk Formula by Age: % Value 2018-2023

Table 28 NBO Company Shares of Baby Food: % Value 2019-2023

Table 29 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 30 Distribution of Baby Food by Format: % Value 2018-2023

Table 31 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 32 Forecast Sales of Baby Food by Category: Value 2023-2028

Table 33 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 34 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

BUTTER AND SPREADS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Butter and margarine lose sales as consumers look for healthier alternatives
Functional and fortified trends rise, as players launch products with added vitamins
Ongoing competition from plant-based products, however, price remain a barrier

PROSPECTS AND OPPORTUNITIES

AGNO is set to enter the butter landscape, available in supermarkets in Northern Greece

Health trends lead to a rise in plant-based and low-fat goods

The goat's milk trend is also increasingly evident in butter and spreads

CATEGORY DATA

Table 35 Sales of Butter and Spreads by Category: Volume 2018-2023

Table 36 Sales of Butter and Spreads by Category: Value 2018-2023

Table 37 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 38 Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 39 NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 40 LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 41 Distribution of Butter and Spreads by Format: % Value 2018-2023

Table 42 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028

Table 43 Forecast Sales of Butter and Spreads by Category: Value 2023-2028

Table 44 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028

Table 45 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

CHEESE IN GREECE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Players focus on cheese novelties to entice consumers and respond to trends
Volume sales of feta decline; however, exports create high profits
Health and wellness trends drive high-protein and fortified cheeses

PROSPECTS AND OPPORTUNITIES

Prices of feta continue to be high, shaping the product landscape
Health and wellness trends will continue to drive innovations over the forecast period
Enhanced-protein products are set to become increasingly popular

CATEGORY DATA

Table 9 Sales of Cheese by Category: Volume 2018-2023

Table 10 Sales of Cheese by Category: Value 2018-2023

Table 11 Sales of Cheese by Category: % Volume Growth 2018-2023

Table 12 Sales of Cheese by Category: % Value Growth 2018-2023

Table 13 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023

Table 14 Sales of Soft Cheese by Type: % Value 2018-2023

Table 15 Sales of Hard Cheese by Type: % Value 2018-2023

Table 16 NBO Company Shares of Cheese: % Value 2019-2023

Table 17 LBN Brand Shares of Cheese: % Value 2020-2023

Table 18 Distribution of Cheese by Format: % Value 2018-2023

Table 19 Forecast Sales of Cheese by Category: Volume 2023-2028

Table 20 Forecast Sales of Cheese by Category: Value 2023-2028

Table 21 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028

Table 22 Forecast Sales of Cheese by Category: % Value Growth 2023-2028

DRINKING MILK PRODUCTS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current retail volume sales suffer due to higher prices points, as value sales rise
Organic goat's milk is popular for infants due to its similarities to human breast milk
Innovation in chocolate milk drinks focuses on healthier variants and protein enrichment

PROSPECTS AND OPPORTUNITIES

Goats milk will continue to be popular despite higher price points

AGNO milk hits the shelves, set to perform well on the landscape

Demand for longer life products and organic, free-from options shapes innovation.

CATEGORY DATA

Table 46 Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 47 Sales of Drinking Milk Products by Category: Value 2018-2023

Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 50 NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 52 Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 53 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 54 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 55 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 56 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

YOGHURT AND SOUR MILK PRODUCTS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Branded players reduce their price points to compete with private label

Functional and free-from yoghurt align with rising health and wellness demands

Sour milk sees positive results as consumers appreciate the health benefits

PROSPECTS AND OPPORTUNITIES

Product innovation focuses on functional yoghurts, aligning with health demands

Goat's milk yoghurt will continue to gain popularity over the forecast period

Basic yoghurt declines while the popularity of Kefir rises

CATEGORY DATA

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023

Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 66 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 67 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 68 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

OTHER DAIRY IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cream, condensed and evaporated milk struggle in line with rising health trends
New products in chilled dairy desserts focus on flavour variants and on-the-go consumption

Arla's high-protein and low-fat cottage cheese provides health benefits

PROSPECTS AND OPPORTUNITIES

Chilled dairy desserts focus on health and wellness variations to boost sales

Cottage cheeses see a boost in appreciation due to their versatility and health benefits

Protein-enriched desserts are set to rise in availability, aligning with health concerns

CATEGORY DATA

Table 69 Sales of Other Dairy by Category: Volume 2018-2023

Table 70 Sales of Other Dairy by Category: Value 2018-2023

Table 71 Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 72 Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 73 Sales of Cream by Type: % Value 2018-2023

Table 74 NBO Company Shares of Other Dairy: % Value 2019-2023

Table 75 LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 76 Distribution of Other Dairy by Format: % Value 2018-2023

Table 77 Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 78 Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 79 Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 80 Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

PLANT-BASED DAIRY IN GREECE KEY DATA FINDINGS

2023 DEVELOPMENTS

Health, wellness and lactose-free demands boost growth for plant-based milk

Launches focus on flavour combinations and no-sugar offerings

Vegan cheese is on the rise, being suitable for consumers during Lent

PROSPECTS AND OPPORTUNITIES

Players continue to invest despite inflation, with demand remaining high

Plant-based products with added protein are set to launch

Private label enters the landscape of plant-based dairy over the forecast period

CATEGORY DATA

Table 81 Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 82 Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 83 Sales of Other Plant-Based Milk by Type: % Value 2020-2023

Table 84 NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 85 LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 86 Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 87 Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 88 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

I would like to order

Product name: Dairy Products and Alternatives in Greece

Product link: <https://marketpublishers.com/r/DCC9543F6CE3EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DCC9543F6CE3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970