

# HW Dairy Products and Alternatives in Greece

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## Abstracts

Protein is perhaps the most popular ingredient consumers currently look for in almost any packaged food in the Greek market. With the increasing interest in regular exercise and sporting activity after the outbreak of COVID-19, Greek consumers have started actively looking for protein products. The dairy products category, which is naturally a good source of protein, has benefited from this general trend. Many brands like Arla and Dirollo have been flexible in their efforts to quickly capitalise...

Euromonitor International's HW Dairy Products and Alternatives in Greece report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

Get a detailed picture of the HW 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.

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Euromonitor International  
January 2024

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HEALTH AND WELLNESS IN GREECE

EXECUTIVE SUMMARY

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