

Other Dairy in Greece

September 2023

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Other Dairy in Greece - Category analysis

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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

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