

# Drinking Milk Products in Greece

September 2023

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## Drinking Milk Products in Greece - Category analysis

### 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  
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