

Yoghurt and Sour Milk Products in Greece

September 2023

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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

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Dairy Products and Alternatives in Greece - Industry Overview

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Summary 1 - Research Sources

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