

# HW Soft Drinks in Greece

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

No sugar is the main driver in almost all soft drinks categories  
Natural leads health and wellness soft drinks in 2022  
High protein most dynamic claim in health and wellness soft drinks

#### PROSPECTS AND OPPORTUNITIES

Consumers to look for extra vitamins and antioxidants in the forecast period  
Natural offers promise in health and wellness soft drinks to 2027  
No salt expected to grow due to concerns over the harm caused by too much salt

#### CATEGORY DATA

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### Health and Wellness in Greece - Industry Overview

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Overview

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