



HW Dairy Products and Alternatives in Greece

November 2023

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2022 DEVELOPMENTS

High protein records strong rise

Low fat holds first place within health and wellness dairy products and alternatives in 2022

No sugar becoming more popular within health and wellness dairy products and alternatives

PROSPECTS AND OPPORTUNITIES

Plant-based dairy and functional/fortified baby food expected to grow

Good source of vitamins most promising in health and wellness dairy products and alternatives to 2027

Digestive health expected to record rising popularity

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Health and Wellness in Greece - Industry Overview

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Overview

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