

**Dairy Products and Alternatives in Greece**

Market Direction | 2022-09-13 | 72 pages | Euromonitor

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**Report description:**

Dairy products are closely linked to the eating habits of Greek consumers and, for this reason, are an important category for the turnover of retail stores. A big advantage of dairy products is the fact they cover the consumption habits of every age group and are key elements of a balanced diet. Modern consumers, however, seem to be moving away from rich and higher-in-fat foods, and seeking low-fat alternatives and innovative health-focused products in order to help control their weight. However...

Euromonitor International's Dairy Products and Alternatives in Greece report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Dairy Products and Alternatives market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Players launch health and wellness focused products to meet current trends

Big dairy players expand their goat's milk lines into baby food

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