

## Plant-Based Dairy in Greece

Market Direction | 2022-09-01 | 18 pages | Euromonitor

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### Report description:

Vegan, plant-based products are growing in popularity in Greece. For example, vegan cheese has become increasingly available over the past few years, both in terms of dietary requirements and the fact that vegan cheeses can be consumed the fasting period of Lent. Within this environment, brand Evlogimeno (from Family Food IKE) launched a plant-based cheese which was promoted as being perfect for consumers seeking the taste of cheese during the fasting period.

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

### Why buy this report?

- \* Get a detailed picture of the Plant-based Dairy 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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Vegan cheese becomes increasingly relevant, with plant-based products suitable to consumer during the fasting period

Plant-based milk preferred by growing number of consumers seeking dairy alternatives

Dodoni modernises its facility in Thebes for the production of plant-based products

##### PROSPECTS AND OPPORTUNITIES

Ongoing growth expected in plant-based dairy over the forecast period, in line with health and wellness trends

Private labels expected to enter the arena of plant-based dairy over the forecast period

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