

## **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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## Table of Contents:

Plant-Based Dairy in Greece  
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September 2022

### List Of Contents And Tables

#### PLANT-BASED DAIRY IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

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

Millennials and Gen Z consumers support high demand for plant-based products

##### CATEGORY DATA

Table 1 Sales of Plant-Based Dairy by Category: Volume 2017-2022

Table 2 Sales of Plant-Based Dairy by Category: Value 2017-2022

Table 3 Sales of Plant-Based Dairy by Category: % Volume Growth 2017-2022

Table 4 Sales of Plant-Based Dairy by Category: % Value Growth 2017-2022

Table 5 Sales of Other Plant-Based Milk by Type: % Value 2019-2022

Table 6 NBO Company Shares of Plant-Based Dairy: % Value 2018-2022

Table 7 LBN Brand Shares of Plant-Based Dairy: % Value 2019-2022

Table 8 Distribution of Plant-Based Dairy by Format: % Value 2017-2022

Table 9 Forecast Sales of Plant-Based Dairy by Category: Volume 2022-2027

Table 10 □Forecast Sales of Plant-Based Dairy by Category: Value 2022-2027

Table 11 □Forecast Sales of Plant-Based Dairy by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

#### DAIRY PRODUCTS AND ALTERNATIVES IN GREECE

##### EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

##### MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 17 Penetration of Private Label by Category: % Value 2017-2022

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

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## Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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