

**Dairy Products and Alternatives in Greece**

Market Direction | 2023-09-26 | 73 pages | Euromonitor

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**Report description:**

Increasing product costs, rising energy prices, and inflation led to price rises across all dairy products in Greece. This has impacted consumer behaviour, hindered volume demand and limited purchases in line with reduced disposable incomes. There has been an increase in sales made during discount periods, while consumers have also shifted to private label offerings to save costs. Private label momentum was the strongest in yoghurt, where sales have almost reached that of major players like Fage...

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 2018-2022, 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 2027, 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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