

## **Health and Wellness in Greece**

Market Direction | 2023-11-06 | 58 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

The health and wellness industry continues to grow in importance post-pandemic as consumers become more aware of the negative health impact of processed foods, seeking healthier foods and beverages from a range of claims such as natural, organic, good source of minerals/vitamins, no sugar/no added sugar (particularly in beverages), low fat and high protein/fibre.

Euromonitor International's Health and Wellness in Greece report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

Why buy this report?

- \* Get a detailed picture of the Health and Wellness 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Health and Wellness in Greece  
Euromonitor International  
January 2024

List Of Contents And Tables

### **HEALTH AND WELLNESS IN GREECE**

#### **EXECUTIVE SUMMARY**

Overview

#### **DISCLAIMER**

#### **HW HOT DRINKS IN GREECE**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Good source of vitamins other hot drinks maintains significant growth

Natural claim leads in health and wellness hot drinks in 2022

Dairy free receives a boost within health and wellness hot drinks in 2022

#### **PROSPECTS AND OPPORTUNITIES**

Hot tea with immune support looks like hot trend

Organic most promising in health and wellness hot drinks to 2027

No caffeine hot drinks set to see volumes fall

#### **CATEGORY DATA**

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

#### **HW SOFT DRINKS IN GREECE**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

No sugar is the main driver in almost all soft drinks categories

Natural leads health and wellness soft drinks in 2022

High protein most dynamic claim in health and wellness soft drinks

#### **PROSPECTS AND OPPORTUNITIES**

Consumers to look for extra vitamins and antioxidants in the forecast period

Natural offers promise in health and wellness soft drinks to 2027

No salt expected to grow due to concerns over the harm caused by too much salt

#### **CATEGORY DATA**

Table 10 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 11 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 12 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022  
Table 13 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022  
Table 14 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022  
Table 15 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 16 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 17 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 18 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

#### HW SNACKS IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Sugar reduction remains a key innovation area for chocolate confectionery

Gluten free leads health and wellness snacks in 2022

Probiotic snack bars capture consumer attention in 2022

##### PROSPECTS AND OPPORTUNITIES

Low salt and high fibre savoury snacks are set to grow

Gluten free also shows significant promise in health and wellness snacks

Plant-based expected to appeal to more Greek consumers

##### CATEGORY DATA

Table 19 Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 20 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 21 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 22 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 23 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 24 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 25 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 26 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 27 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

#### HW DAIRY PRODUCTS AND ALTERNATIVES IN GREECE

##### KEY DATA FINDINGS

##### 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

##### CATEGORY DATA

Table 28 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 29 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 30 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 31 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 33 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 34 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 35 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 36 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

## HW COOKING INGREDIENTS AND MEALS IN GREECE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Ready meals keeps up with vegan trends

Gluten free holds first place within health and wellness cooking ingredients and meals in 2022

Dairy free records rising sales within health and wellness cooking ingredients and meals

### PROSPECTS AND OPPORTUNITIES

Jams will see boost in sales due to low sugar, organic and breakfast trends

Vegan shows promise in health and wellness cooking ingredients and meals

Lactose free set to grow during forecast period while trans fats are in focus

### CATEGORY DATA

Table 46 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 47 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 48 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 49 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 50 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 51 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 52 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 53 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 54 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

## HW STAPLE FOODS IN GREECE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

High fibre and organic pasta show strong increases alongside organic cereals after pandemic

2022 sees gluten free in the lead in health and wellness staple foods

Consumer search for foods with functional benefits boosts bone and joint health

### PROSPECTS AND OPPORTUNITIES

Vegan meat and seafood substitutes expected to grow

Gluten free set to see strongest performance in health and wellness staple foods over the forecast period

Immune support offers potential

### CATEGORY DATA

Table 37 Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 38 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 39 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 40 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 41 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 42 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 43 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 44 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 45 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in Greece

Market Direction | 2023-11-06 | 58 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-20"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com