

HW Soft Drinks in Greece

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

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Report description:

Sugar has become a key focus of consumer health concerns on the back of increasing publicity around the role of excessive sugar consumption in the development of a range of health problems, including obesity, type 2 diabetes and hypertension. Sugary soft drinks have come under particular scrutiny for their potential part in the increasing prevalence of childhood obesity in many markets around the world, including Greece. This has forced leaders like Coca-Cola and Pepsi to come up with no sugar a...

Euromonitor International's HW Soft Drinks 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 Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the HW Soft Drinks 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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reliable information resources to help drive informed strategic planning.

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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

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HEALTH AND WELLNESS IN GREECE

EXECUTIVE SUMMARY

Overview

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