

## **Health and Wellness in Greece**

Market Direction | 2024-07-31 | 63 pages | Euromonitor

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### **Report description:**

The health and wellness industry continues to gain greater significance overall, particularly in the wake of the pandemic, as consumers have become more cognisant of the negative impact of processed food and a range of drinks on their health and wellbeing. The virus disproportionately affected those with underlying health conditions, such as obesity and diabetes, making people more conscious of the need to take care of their health and boost their overall immunity. As a result, people are increa...

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 2019-2023, 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 2028 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.

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## **Table of Contents:**

Health and Wellness in Greece  
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List Of Contents And Tables

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

#### **EXECUTIVE SUMMARY**

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### **DISCLAIMER**

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

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Natural remains leading claim despite further decline

Fortification and functionality

No sugar sales fall, but remain high amid growing concerns about sugar consumption

#### **PROSPECTS AND OPPORTUNITIES**

Hot tea well placed to appeal to health conscious Greek consumers

Expanding distribution and greater visibility for health and wellness claims in tea, while sugar will remain a concern in other hot drinks

No caffeine hot drinks set to see volumes fall

#### **CATEGORY DATA**

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

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

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

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

Natural is the leading health and wellness claim in soft drinks in 2023

Expanding range of fortification and functionality

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## PROSPECTS AND OPPORTUNITIES

No added sugar shows significant potential  
Vegan and organic claims to see rising demand  
Consumers to look for extra vitamins in the forecast period

## CATEGORY DATA

Table 10 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023  
Table 11 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023  
Table 12 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023  
Table 13 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023  
Table 14 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023  
Table 15 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023  
Table 17 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028  
Table 18 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

## HW SNACKS IN GREECE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

2023 sees significant shift towards health and wellness claims  
Product innovation looks to reduce sugar content

Increasing interest in plant-based diets

## PROSPECTS AND OPPORTUNITIES

Growing emphasis on fortification and functionality  
Ongoing expansion of high protein claim  
Potential for private label development

## CATEGORY DATA

Table 19 Sales of Snacks by Health and Wellness Type: Value 2019-2023  
Table 20 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023  
Table 21 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023  
Table 22 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023  
Table 23 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023  
Table 24 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023  
Table 25 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023  
Table 26 Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028  
Table 27 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

## HW DAIRY PRODUCTS AND ALTERNATIVES IN GREECE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High protein claim records strong rise  
Growing interest in fortified and functional claims  
Vegan claim benefits from environmental and animal welfare concerns, as well as health and wellness trend

## PROSPECTS AND OPPORTUNITIES

Further merging of health and wellness and ethical considerations  
Increasingly sophisticated consumer demand  
Private label to change the competitive landscape and make plant-based claim more accessible

## CATEGORY DATA

Table 28 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

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Table 29 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

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

Table 33 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 34 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 35 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 36 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

## HW COOKING INGREDIENTS AND MEALS IN GREECE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong natural trend

Concerns about sugar content in cooking ingredients and meals

Vegan claim on the rise

#### PROSPECTS AND OPPORTUNITIES

Seeking to spur development of ready meals

Vegan shows promise in health and wellness cooking ingredients and meals

Opportunities for products offering active health benefits

#### CATEGORY DATA

Table 37 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 38 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 39 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 40 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 41 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 42 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 43 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 44 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 45 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

## HW STAPLE FOODS IN GREECE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High fibre is the leading health and wellness claim in staple foods

Growing interest in plant-based and vegan claims

Consumers looking for sources of protein

#### PROSPECTS AND OPPORTUNITIES

Vegan meat and seafood substitutes expected to grow

Rising consumer expectations

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Natural and organic products expected to see volumes fall

CATEGORY DATA

Table 46 Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 47 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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