

HW Hot Drinks in Greece

Market Direction | 2024-07-31 | 14 pages | Euromonitor

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Report description:

Natural remained the leading health and wellness claim in hot drinks in Greece in 2023. Coffee and tea have an inherently natural positioning, which resonates strongly with growing consumer concerns about the potentially harmful health effects of consuming ultra-processed food and drink and artificial additives, such as colourings, preservatives, flavourings and sweeteners. Hot drinks products carrying a natural claim witnessed a third consecutive year of current value decline in 2023. However,...

Euromonitor International's HW Hot 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 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 Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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 Hot 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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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

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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

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