

Plant-Based Dairy in Greece

Market Direction | 2024-08-16 | 16 pages | Euromonitor

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Report description:

In contrast to the general decline in sales across the Greek dairy industry, plant-based dairy alternatives - such as milk, cheese, and yoghurt - are poised for positive growth in retail volume terms in 2024. Consumers often associate plant-based products with healthier dietary choices, and this perception has fuelled the category's expansion. In addition, the market has seen an influx of new brands and an expansion of product offerings from existing players, further driving growth in this segme...

Euromonitor International's Plant-based Dairy 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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