



Health and Wellness in Greece

January 2026

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Health and Wellness in Greece

EXECUTIVE SUMMARY

Health-driven consumers embrace plant-based, no sugar and natural claims

INDUSTRY PERFORMANCE

Plant-based, high protein, and multifunctional nutrition choices rise

Natural and organic products build trust and offer perceived health benefits

WHAT'S NEXT

Health claims are set to drive growth and innovation across packaged food and drinks in Greece

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HW Hot Drinks in Greece

KEY DATA FINDINGS

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Health trends drive shifts in hot drinks while prices limit growth in 2024

INDUSTRY PERFORMANCE

Health-driven shifts reshape hot drinks consumption in Greece in 2024

The natural claim remains strong despite sales decline in 2024 driven by higher prices

Sales of no caffeine coffee are driven by specific health and wellness needs

WHAT'S NEXT

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HW Soft Drinks in Greece

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INDUSTRY PERFORMANCE

Health and wellness claims continue to influence buying habits in 2024

The natural claim continues to appeal to consumers looking for minimal processing, and the absence of artificial additives

No sugar products drive innovation and shifting consumption pattern

WHAT'S NEXT

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INDUSTRY PERFORMANCE

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High fibre snacks meet the growing demand for digestive health and balanced diets
No added sugar products gain momentum amid health-conscious consumer trends

WHAT'S NEXT

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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Low fat positioning gains momentum as brands reformulate milk, cheese and plant-based alternatives

Calcium rich positioning strengthens sales of dairy, especially yoghurt and kefir, in 2024

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HW Staple Foods in Greece

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

Health and wellness trends drive innovation and growth in Greek staple foods in 2024

Consumers reach for the high fibre claim to support digest and overall health

Gluten free evolves from dietary necessity to a health and wellness lifestyle choice

WHAT'S NEXT

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