



**Euromonitor  
International**

# HW Hot Drinks in Greece

July 2024

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### 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 - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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