



HW Hot Drinks in Greece

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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

Vegan and plant-based hot drinks are set to drive growth over the forecast period

Natural hot drinks are set to return to growth, driven by health and clean label demand

Limited growth prospects for no caffeine coffee due to strong Greek coffee culture

CATEGORY DATA

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Health and Wellness in Greece - Industry Overview

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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