



HW Soft Drinks in Greece

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar and natural soft drinks support health driven growth in 2024

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

Health and wellness claims are set to drive growth and innovation in soft drinks
The natural claim is set to gain traction as consumers prioritise health and transparency
Innovation will continue to be focused on no sugar products across the forecast period

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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