



# HW Dairy Products and Alternatives in Greece

January 2026

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Fortified/functional and low fat claims drive sales in Greek dairy products and alternatives

### INDUSTRY PERFORMANCE

Plant-based, high protein and fortified/functional claims drive innovation in dairy products and alternatives in 2024

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

### WHAT'S NEXT

High protein, probiotic and organic claims are set to drive growth across the forecast period

The low fat claim is expected to continue developing, with new launches in milk and yoghurt

Calcium enrichment and mineral fortification is set to support innovation in dairy products and alternatives

### 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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