



HW Cooking Ingredients and Meals in Greece

January 2026

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HW Cooking Ingredients and Meals in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar reduction, natural claims and organic options support sales of cooking ingredients and meals

INDUSTRY PERFORMANCE

Ongoing health and wellness trends drive innovation and support health claims in Greece

The natural claim supports consumer perceptions of quality and authenticity

Organic claims drive consumer trust and growth across cooking ingredients and meals

WHAT'S NEXT

Health and wellness claims are set to support product innovation across the forecast period

The natural claim is set to drive both innovation and sustainability across cooking ingredients and meals

Organic and gluten free claims are set to expand, supported by rising health awareness

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

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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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