



HW Staple Foods in Greece

January 2026

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HW Staple Foods in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health awareness and busy lifestyles fuel demand for high fibre and gluten free claims

INDUSTRY PERFORMANCE

Health and wellness trends drive innovation and growth in Greek staple foods in 2024

Consumers reach for the high fibre claim to support digest and overall health

Gluten free evolves from dietary necessity to a health and wellness lifestyle choice

WHAT'S NEXT

Busy lifestyles are set to support demand for fortified/functional and free-from staple foods

High fibre claims are expected to gain momentum, supported by interest in gut health

Rising gluten intolerance supports wider adoption of gluten free claims across food categories

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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