

Drinking Milk Products in Greece

September 2023

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Drinking Milk Products in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current retail volume sales suffer due to higher prices points, as value sales rise
Organic goat's milk is popular for infants due to its similarities to human breast milk
Innovation in chocolate milk drinks focuses on healthier variants and protein enrichment

PROSPECTS AND OPPORTUNITIES

Goats milk will continue to be popular despite higher price points
AGNO milk hits the shelves, set to perform well on the landscape
Demand for longer life products and organic, free-from options shapes innovation.

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DISCLAIMER

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