



# HW Soft Drinks in Greece

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

No sugar is the main driver in almost all soft drinks categories  
Natural is the leading health and wellness claim in soft drinks in 2023  
Expanding range of fortification and functionality

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No added sugar shows significant potential  
Vegan and organic claims to see rising demand  
Consumers to look for extra vitamins in the forecast period

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## Health and Wellness in Greece - Industry Overview

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Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

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