

Other Dairy in Greece

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Cream, condensed and evaporated milk struggle in line with rising health trends
New products in chilled dairy desserts focus on flavour variants and on-the-go consumption
Arla's high-protein and low-fat cottage cheese provides health benefits

PROSPECTS AND OPPORTUNITIES

Chilled dairy desserts focus on health and wellness variations to boost sales
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Protein-enriched desserts are set to rise in availability, aligning with health concerns

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DISCLAIMER

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