Reimagining Dairy Industry: From Tradition to Resilience

Dairy Conference 2026

Efi Giannakopoulou
Sales & Engagement Associate

June 5, 2026

NIQ

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Balancing Tradition, Health-Conscious Choices and Innovation

Tradition & Cultural Identity

Traditional dairy products like yogurt and cheese remain central in Greek diets and symbolize cultural heritage and trust.

Health-Conscious Consumers

Greek consumers increasingly prioritize nutritional value, clean labels, and digestive health in dairy product choices.

Innovation & Market Evolution

New dairy formats, premium products are reshaping the Greek dairy market linked to modern consumer needs.

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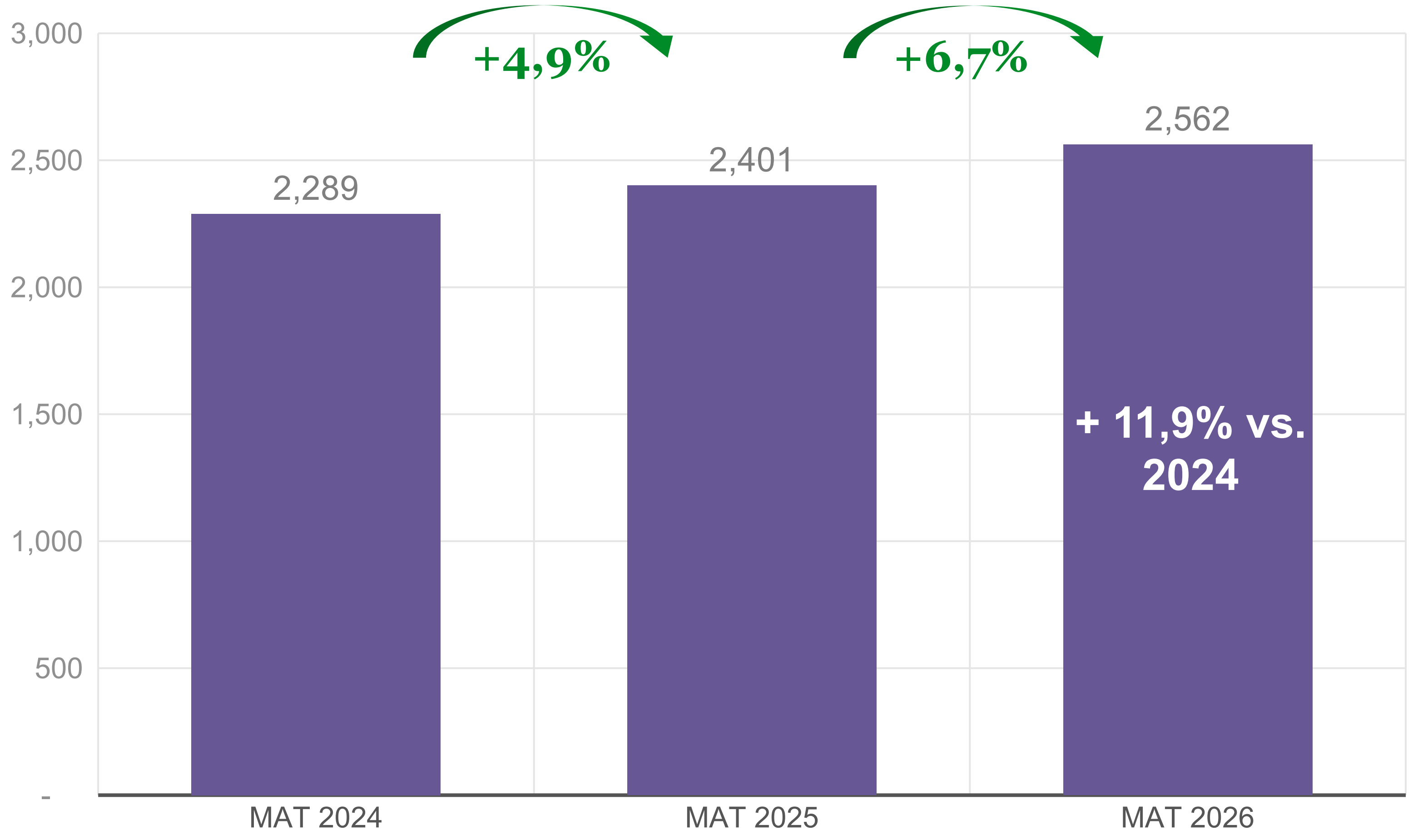
2,5 Billion

amounts the Supercategory of ***Dairy*** market

Dairy categories represent ***15%*** of SMs & ***20%*** of FMCGs

SM - Greek Dairy Industry Value Sales in Million Euros



Source: NIQ ScanTrack Plus | Total Greece Supermarkets + Superettes + Discounters + Islands | MAT ending period 17/05/2026

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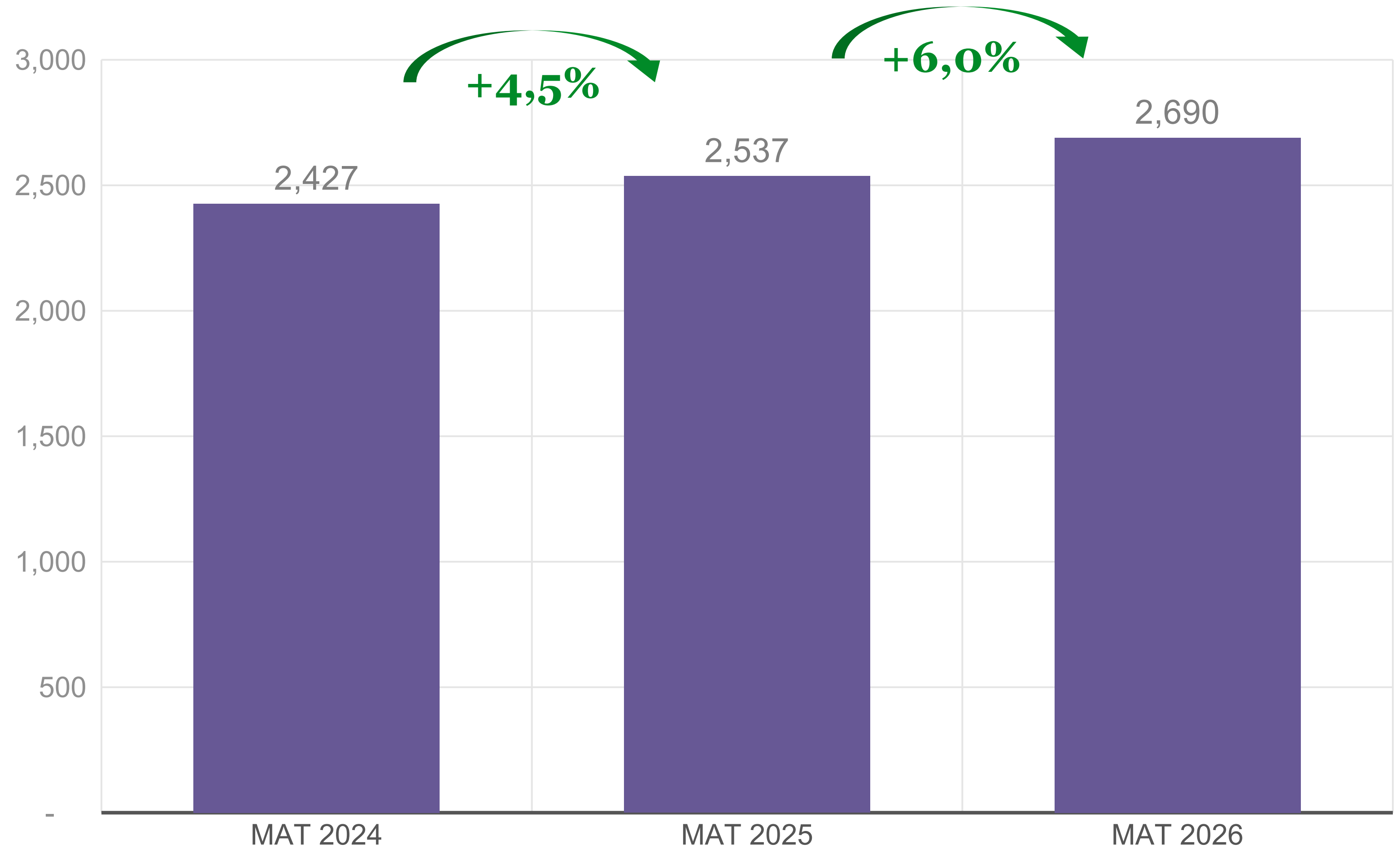
By adding ***Traditional Trade***, total values end up in ***2,7 Billion€,*** keeping a lower evolutionary trend (+6,0%)

SM + CONV + KIOSKS - Greek Dairy Industry Value Sales in Million Euros



Source: NIQ MarketTrack| Total Greece including Convenience + Kiosks | MAT ending period 17/05/2026

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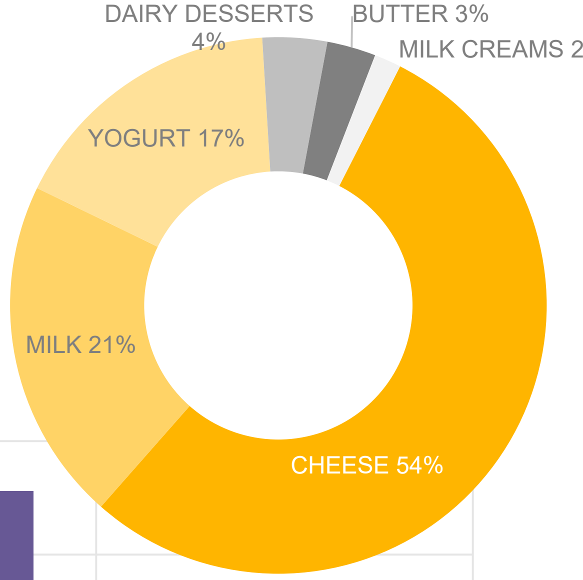
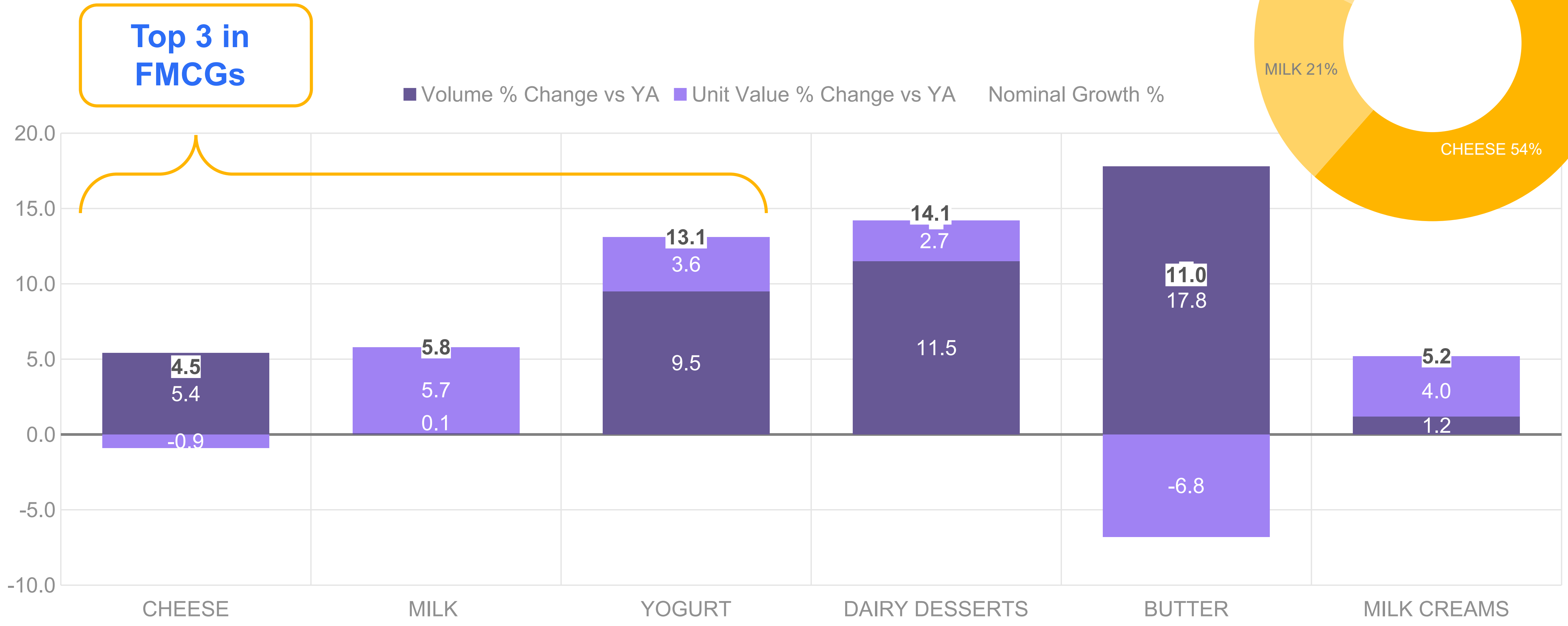
Volume-Led Growth Drives Dairy Performance Across Categories



Dairy categories – Decomposition of growth



Source: NIQ ScanTrack Plus | Total Greece Supermarkets + Superettes + Discounters + Islands | MAT 2026 vs. MAT 2025 (data ending 17/05/2026)

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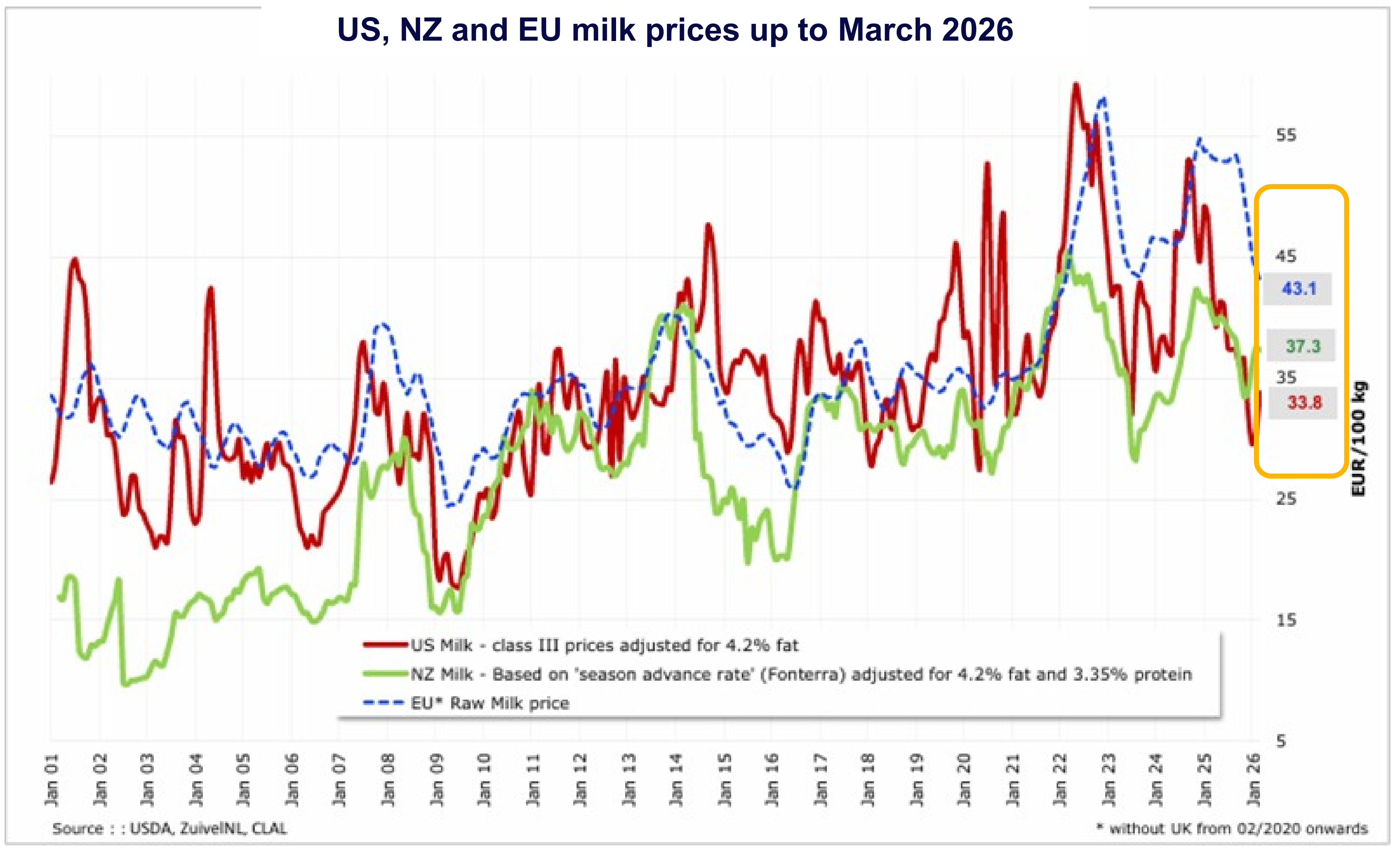
Dairy prices starting to ease, as raw milk prices decline

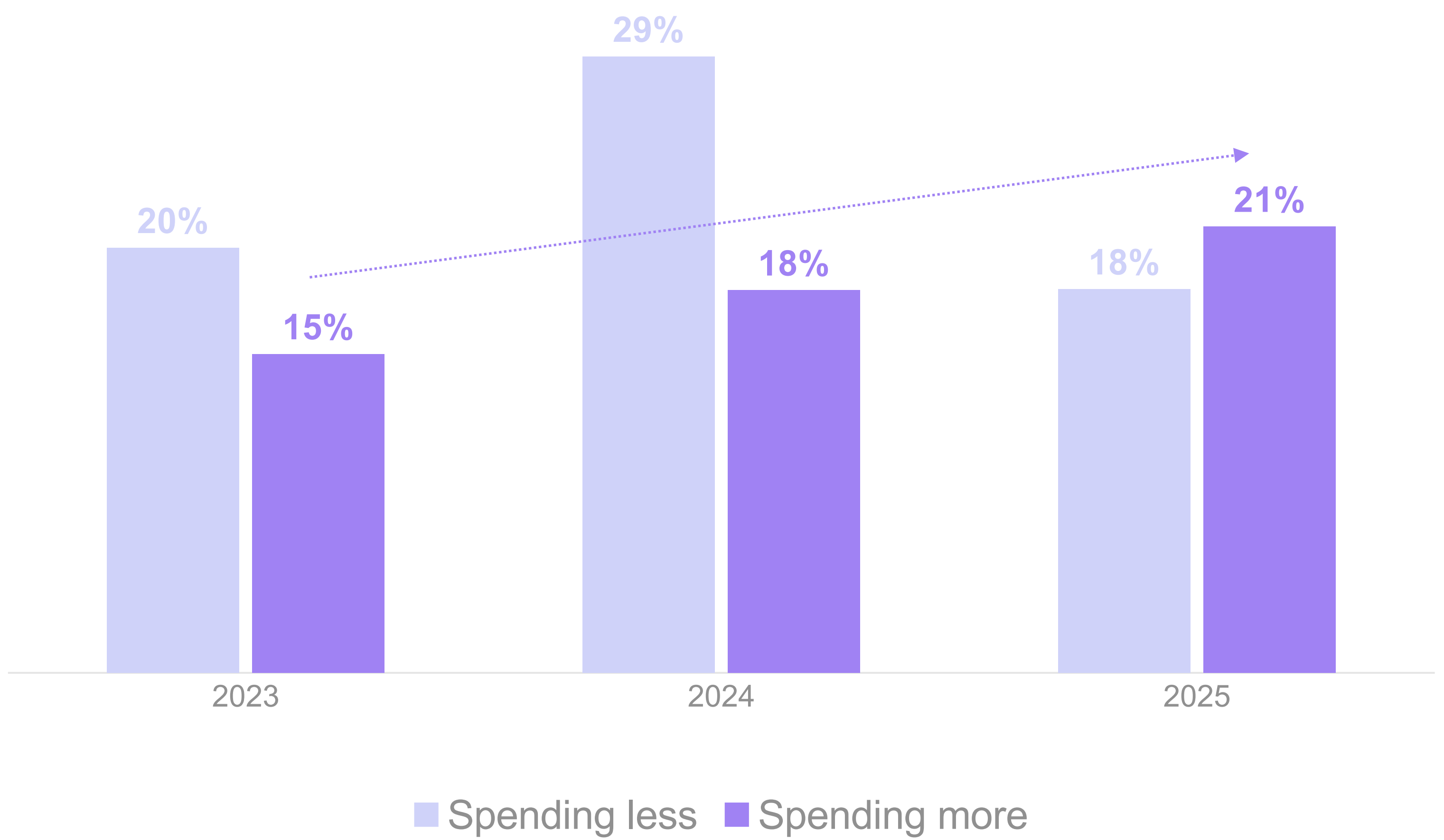
- EU prices remain at highest levels.



https://agriculture.ec.europa.eu/document/download/2a5c2b8a-596f-4f75-9b83-b095c59df8c4_en

Dairy is the only industry where spending intentions have been increasing over the last years

The % of respondents saying they plan to spend *more* now surpasses that of those intending to spend less on Dairy



Source: NIQ Consumer Outlook 2025, Global
Q: Thinking about grocery and household items in particular, how will you manage your spending in the next 12 months? Spending less/Spending same as before/Spending more

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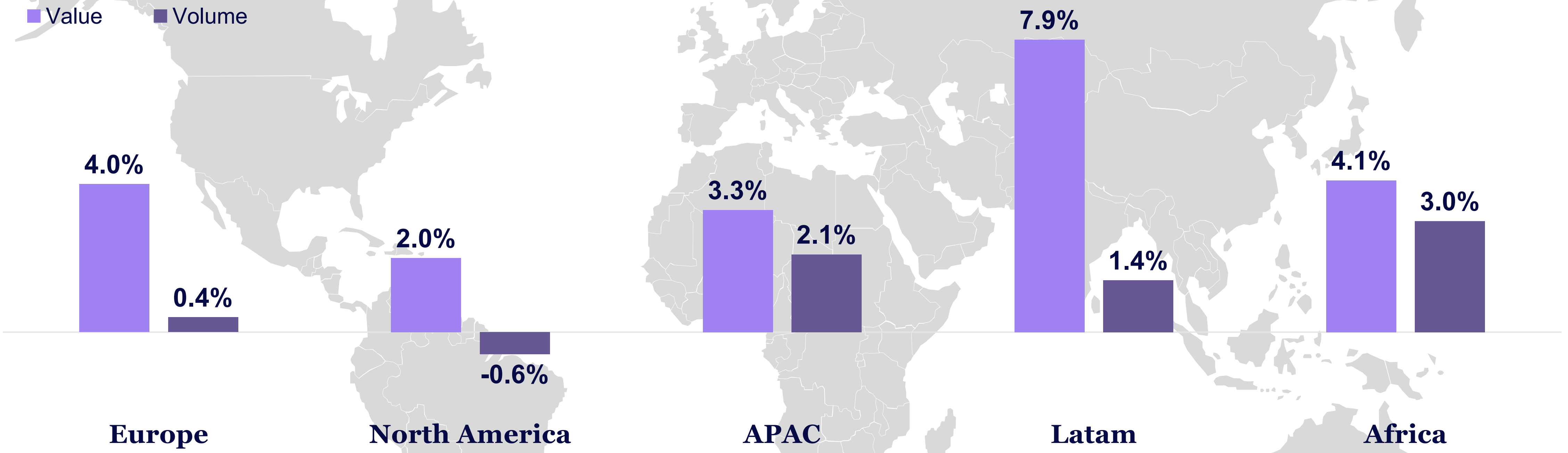
€1,4 Trillion amounts Dairy basket, contributing by 10,4% within FMCGs globally

Cheese, Milk & Yogurt within top10 FMCGs categories

Continents | Dairy Value & Volume growth
MAT April’26 vs YA



Europe	North America	APAC	Latam	Africa	
53%	29%	7%	10%	1%	Contribution to Global Dairy value sales

Source: NIQ Global Strategic Planner | MAT’ Apr’26 | 55 countries

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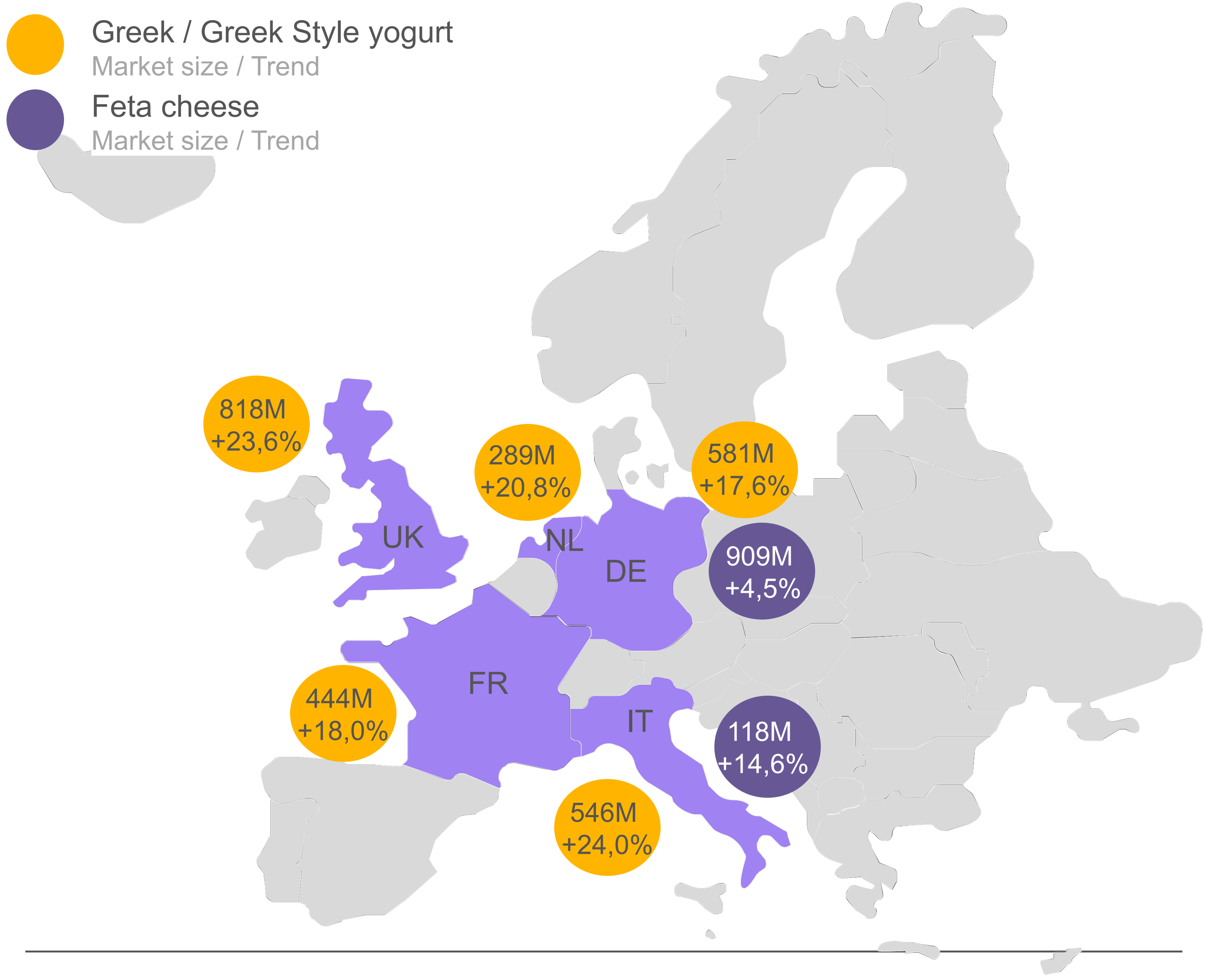
Focusing on 5 exporting countries within Europe, ***Greek Yogurt*** & ***Feta*** are growing, in most of the cases, double-digit



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Dairy products dominate baskets and trigger trips for Greek consumers, reinforcing their role as mission-defining categories.

	Last trip – Top 10 categories bought (in %)	**Last trip – category role in triggering trip** (in %)
Dairy products (milk, cheese, yoghurt, butter)	70	33%
Staples (rice, flour, pasta, pulses)	68	25%
Fresh fruit & vegetables	65	32%
Packaged coffee / Tea	60	23%
Laundry detergents & household cleaners	59	23%
Shampoo and hair conditioner	58	18%
Sanitary protection	54	15%
Paper products (toilet paper, paper towels, facial tissues)	51	16%

Source: NIQ Retail Pulse survey 2026
Base: All HM/SM shoppers 2026 (n=1036)
Ref: QQ142 And which of the following categories did you buy on your latest visit to <store circled at Q13a> MA
Ref: QQ143 Of the categories you bought, which of these would you say triggered the need for this trip to <store circled at Q13a> MA

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Price sensitivity is highest in everyday essentials — with 50-60% of Greek consumers watching prices closely across food staples, household products as well as personal care & hygiene.

Category purchases affected by increasing food prices (in %)

Response: I pay a lot or some attention to the price change

- Dairy Products
- Laundry Detergents & Household Cleaners
- Sanitary protection
- Shampoo & Conditioner
- Skincare
- Fresh meat or poultry

Source: NIQ Retail Pulse Survey 2026
Ref QQ166 Which of the following statements best describes your attitude towards promotions for the following categories?
Base: HM/SM shoppers that shopped the category in their recent trip

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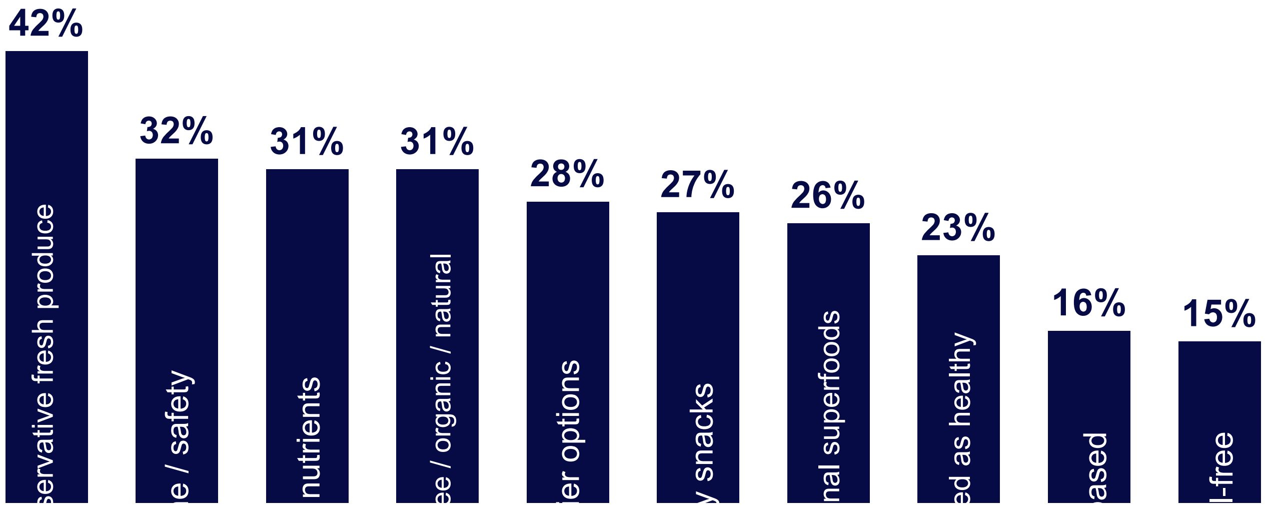
Health & Wellness have pricing power



% Willing to pay more

Source: NIQ Consumer Outlook 2026, Greece, n=602
Q24: Due to changing priorities, how do you think your brand and product purchasing preferences will change in the next 12 months, if at all?

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Globally, as health, wellness & nutritional awareness grows, consumers are increasingly interested in high protein & functional foods, while actively trying to avoid ultra-processed foods

% of respondents that agree that the following items are more important to them now than they were five years ago | Global

58%	57%	54%
Healthy nutrition (i.e., what I eat and drink)	Aging well (i.e., proactive steps to ensure active and healthy senior years)	Healthy body weight, shape, muscle tone

Consumers plan to buy more of these types of food in the coming 12 months:

High fibre	Super foods	High protein	Probiotic
53%	42%	40%	39%

42% **of consumers plan to buy less ultra-processed foods (containing industrially processed ingredients or additives) in the coming 12 months**

NIQ 2025 Global Health & Wellness Survey, average across 19 countries

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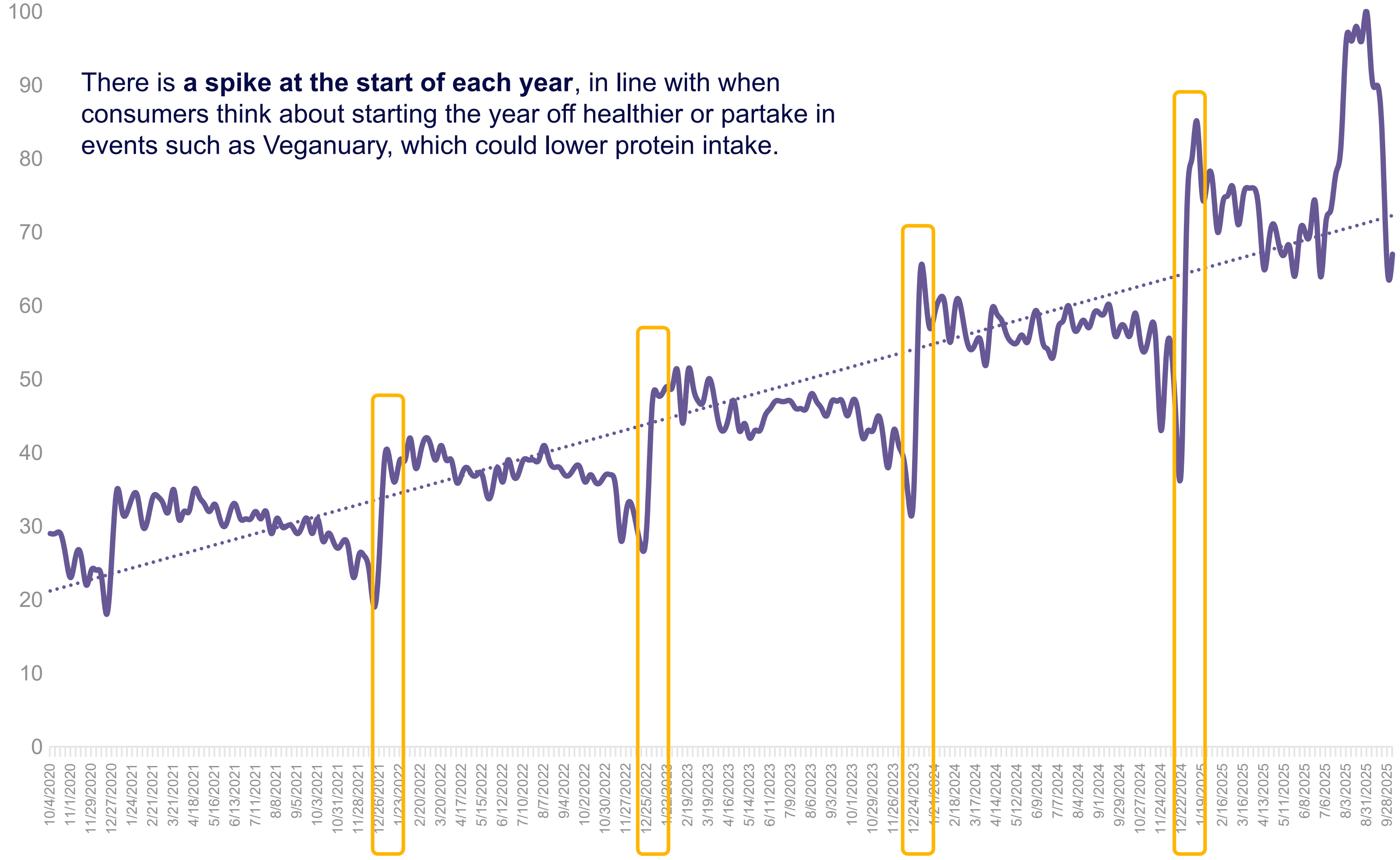
Interest in *high protein* has shown increase in the latest years

Google Trends | Search Interest over time



Top 10 most popular search terms within the theme:

Protein high foods
Protein foods
High protein food
High protein diet
High protein meals
High in protein foods
High protein breakfast
High protein low carb
Protein snacks
High protein low calorie

Source: Google Trends | Global | October 2025

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- **High Protein products** increasing + *86,5%* vs. 2 years ago

- **Sour Milk products** increasing + *77,0%* vs. 2 years ago

- **Milk Drinking Meals** – new product proposition – the category expanded over €2,3 *million*

Source: NIQ ScanTrack Plus | Total Greece Supermarkets + Superettes + Discounters + Islands | Value Sales | MAT ending period 17/05/2026

Social media has rapidly accelerated consumer interest in high protein Dairy, turning traditional products into modern “fitness-snack” heroes

Key Trends:

- Cottage cheese “revival” as versatile high protein base
- Yogurt & shakes as everyday staples, through high protein recipes
- “Protein = wellness” messaging – amplified by fitness creators through short-form video aesthetics

Impact on Dairy Category:

- Surge in sales and NPD for cottage cheese, Greek yogurt, and ready-to-drink protein dairy.
- Premiumization opportunity — “high protein” claims justify higher price points.
- Expanded use of milk and whey protein ingredients across categories.

Viral TikTok recipes (#cottagecheeseicecream, #cottagecheesebowl, #highproteinmeal, #protein, #highprotein)

Sources: Euromonitor, Mintel GNPD, Dairy Reporter, TikTok trend analytics

Next day is shaped by...

Consumers' ***trust on traditional dairy products***

Health is redefining value

Consumers are willing to pay more, but only for products that deliver on health, naturalness, and functional benefits

Wellness is becoming a ***lifestyle choice***

Trends such as high protein, digestive health, and on-the-go are no longer just product categories — they represent modern lifestyle choices and are driving strong market growth.

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Are we ready to evolve?

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Thank You!

Efi Giannakopoulou
Sales & Engagement Associate
email: Efstathia.Giannakopoulou@nielseniq.com

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