

Butter and Spreads in Greece

Market Direction | 2022-09-13 | 19 pages | Euromonitor

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Report description:

In Greece, a growing number of consumers are changing their eating habits, both to protect their health and the planet, and this is having a far-reaching effect across dairy categories, including butter and spreads. Within this environment, players are focusing their new product launches to meet these rising trends. For example, leading player Upfield Hellas SA launched a range of products which are suitable for vegans, thus appealing to consumers seeking a plant-based diet. In fact, many compan...

Euromonitor International's Butter and Spreads in Greece report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Butter and Spreads market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Ongoing demand for high quality, as well as local butter products

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Ongoing competition from plant-based products, but higher prices remain a barrier for price-sensitive consumers

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