

Edible Oils in Greece

Market Direction | 2022-11-07 | 20 pages | Euromonitor

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Report description:

In early 2022, both olive oil and vegetable and seed oils saw soaring prices due to inflationary pressures. Olive oil is generally the preference of Greek consumers as they consider it more nutritious and healthier than vegetable and seed oils. Whilst price will remain part of the local customers' selection criteria for olive oil, they also consider the acidity of the product as well as the geographical origin and brand name. The preference for olive oil will remain despite the increase in the a...

Euromonitor International's Edible Oils 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: Corn Oil, Olive Oil, Other Edible Oil, Palm Oil, Rapeseed Oil, Soy Oil, Sunflower Oil.

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

Why buy this report?

- * Get a detailed picture of the Edible Oils 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
November 2022

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Competitive landscape continuing to adjust to departure of Unilever

Private label continues to gain value share thanks to difficult economic climate and outlet acquisitions

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Moderate growth expected as rising prices both aid and hamper value sales

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