Sweet Spreads in Greece

Market Direction | 2022-11-07 | 21 pages | Euromonitor

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Report description:

The sweet spreads category showed an upward trend during the pandemic as consumers spent more hours at home and looked for alternative and tastier flavours to enrich their breakfast. Particularly in-demand were nut spreads such as peanut butter and almond butter, especially those that promised higher protein-content. At the same time, jams with high fruit content were in great demand. This has led to new launches in both categories. For instance, the company Value for Life Foods launched the new...

Euromonitor International's Sweet 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based 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 Sweet 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.

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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