

Baked Goods in Greece

Market Direction | 2022-11-16 | 22 pages | Euromonitor

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Report description:

In 2022, retail volume sales of baked goods are expected to decline. This decline in volume sales is largely due to the base effect. Consumption of baked goods rose significantly during 2020 when Greeks were confined to the home during the COVID-19 pandemic and ensuing lockdowns. As life resumes a sense of normalcy in 2022 and consumers spend more time outside of the home, demand is anticipated to decline. On the other hand, the increase observed in retail value sales is largely due to inflation...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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