

Ice Cream in Greece

Market Direction | 2022-07-13 | 25 pages | Euromonitor

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Report description:

Ice cream is seeing several new launches throughout the category in Greece in 2022. There is rising demand for organic, gluten-free, lactose-free and low-fat variants. The Bufala Gelato franchise already offers a vegan ice cream range, as well as its popular cow and buffalo milk options. Bufala Gelato is a relatively new franchise which has opened six retail units in just three years. Not only does it offer vegan products, but it is also adding value with recognisable paper packaging that resemb...

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- * Get a detailed picture of the Ice Cream 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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Vegan varieties expand but dairy still rules

New flavours combine in healthy-positioned products

Success of food delivery platform pushes players to adapt

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