

Meals and Soups in Greece

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

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Report description:

Ready meals hugely benefitted from the strict lockdowns during the pandemic since, with foodservice disrupted, consumers bought more ready meals to consume at home. Whilst they initially did more home cooking, they eventually started seeking convenient food solutions as the pandemic measures were prolonged. This was particularly true for time-strapped parents trying to balance working from home with looking after their children. In 2021, demand shrank a little as foodservice venues started to re...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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reliable information resources to help drive informed strategic planning.

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Products launch in prepared salads as players strive to meet customers' demands for nutritious unusual flavours

Rising prices positively impact value sales of soup

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