

## **Butter and Spreads in Greece**

Market Direction | 2023-09-26 | 18 pages | Euromonitor

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### **Report description:**

Due to the increase in price points, general inflation, and consumers' lower disposable incomes, the demand for butter has decreased. Consumers have looked to make butter last longer, to purchase cheaper varieties or simply remove the product from their shopping baskets.

Euromonitor International's Butter and 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and 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 Butter and 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.

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Functional and fortified trends rise, as players launch products with added vitamins

Ongoing competition from plant-based products, however, price remain a barrier?

#### PROSPECTS AND OPPORTUNITIES

AGNO is set to enter the butter landscape, available in supermarkets in Northern Greece

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