

## **Staple Foods in Greece**

Market Direction | 2023-11-27 | 62 pages | Euromonitor

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### **Report description:**

The energy crisis and high inflation continues to impact staple foods in 2023. Consumers are trying to save money either by reducing the amount of products they buy or switching to more affordable options, including private label. Retailers are already well established in staple foods with discounter Lidl ranking as the overall category leader in 2023. The switch to private label is more pronounced in the pasta category, which has gained popularity among Greek consumers. Brands are competing aga...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- \* Get a detailed picture of the Staple Foods 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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