

HW Cooking Ingredients and Meals in Greece

Market Direction | 2023-11-06 | 13 pages | Euromonitor

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Report description:

The ready meals category is not as strong in Greece as in other Western countries due to the fact that Greek households still remain fairly traditional, with families eating primarily home cooked meals instead of buying packaged ready meals. This tradition is supported by the fact that many Greeks still live with their grandparents, thus providing a lot of support in the fulfilment of household chores. However, following the outbreak of COVID-19 and the closure of foodservice outlets, ready meal...

Euromonitor International's HW Cooking Ingredients and Meals in Greece report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet 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 HW Cooking Ingredients and Meals 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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HW COOKING INGREDIENTS AND MEALS IN GREECE

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Ready meals keeps up with vegan trends

Gluten free holds first place within health and wellness cooking ingredients and meals in 2022

Dairy free records rising sales within health and wellness cooking ingredients and meals

PROSPECTS AND OPPORTUNITIES

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Vegan shows promise in health and wellness cooking ingredients and meals

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HEALTH AND WELLNESS IN GREECE

EXECUTIVE SUMMARY

Overview

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