

HW Snacks in Greece

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

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Report description:

The increasing awareness of the link between high sugar consumption and obesity, especially amongst children, has shed light on the importance of reducing the sugar content of highly calorific foods, including snacks. Indeed, growing awareness of the role of sugar in the development of childhood obesity led the Association of Greek Soft Drinks Industries (SEVA) to launch an initiative to reduce sugar in its products by 10% early in the review period. Within snacks, chocolate confectionery is a c...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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HW SNACKS IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar reduction remains a key innovation area for chocolate confectionery

Gluten free leads health and wellness snacks in 2022

Probiotic snack bars capture consumer attention in 2022

PROSPECTS AND OPPORTUNITIES

Low salt and high fibre savoury snacks are set to grow

Gluten free also shows significant promise in health and wellness snacks

Plant-based expected to appeal to more Greek consumers

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HEALTH AND WELLNESS IN GREECE

EXECUTIVE SUMMARY

Overview

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