

HW Staple Foods in Greece

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

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Report description:

Pasta has seen demand rise as a result of the COVID-19 crisis. As a staple product that can be stored and cooked easily, even by novice cooks, pasta saw great sales growth during the lockdown period and continued to benefit even after the easing of restrictions as an inexpensive and easy-to-cook meal component. Within the pasta category, two specific types have seen the most positive impact. Consumers displayed particularly strong demand for high fibre and organic pasta, both of which are strong...

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

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 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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HW STAPLE FOODS IN GREECE

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2022 DEVELOPMENTS

High fibre and organic pasta show strong increases alongside organic cereals after pandemic

2022 sees gluten free in the lead in health and wellness staple foods

Consumer search for foods with functional benefits boosts bone and joint health

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HEALTH AND WELLNESS IN GREECE

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Overview

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