

Snacks in Greece

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Report description:

The market for snacks in Greece is expected to register modest growth in retail volume terms in 2024, a slight improvement on the previous year. While this will be accompanied by a higher rate of current value growth, this will be due to inflationary-led price increases, sparked by the ramifications of global conflicts in the Middle East and Ukraine. While the rate of inflation has been easing since the end of 2022, some products are now out-of-reach to the average shopper. As a result, consumer...

Euromonitor International's Snacks 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, 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 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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Ion continues to hold sway

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Continued innovation drives growth, as players harness successful recipes

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Ice cream will benefit from better economic conditions, alongside new entrants to the market

Continued trend towards healthier ice cream options

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