

HW Staple Foods in Greece

Market Direction | 2024-07-31 | 14 pages | Euromonitor

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Report description:

High fibre remained the leading health and wellness claim in staple foods in Greece in 2023. Many consumers look for high fibre products to compensate for the deficiency in their fibre intake from vegetables, especially as increasingly hectic lifestyles make it harder to stick to regular routines and mealtimes. Sales of products carrying high fibre claims are particularly strong in baked goods, with many consumers looking to products such as bread and breakfast cereals to ensure that they meet t...

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 2019-2023, 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 2028 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

KEY DATA FINDINGS

2023 DEVELOPMENTS

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Growing interest in plant-based and vegan claims

Consumers looking for sources of protein

PROSPECTS AND OPPORTUNITIES

Vegan meat and seafood substitutes expected to grow

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Natural and organic products expected to see volumes fall

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HEALTH AND WELLNESS IN GREECE

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Health and wellness in focus

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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