

Meals and Soups in Greece

Market Direction | 2024-10-28 | 21 pages | Euromonitor

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Report description:

In 2024, the meals and soups landscape recorded retail value sales of 4%, while retail volume remained positive at 2%. The expansion and quality of both private label goods and brands aided sales. Prepared salads were the strongest performers in 2024, with products aligning with the rising trend of health and wellness.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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MEALS AND SOUPS IN GREECE

KEY DATA FINDINGS

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Positive growth as ready meal innovations focus on health and wellness
Celebrated chefs partner with ready meal brands to offer quality options
Barba Stathis SA retains its lead through product innovation and expansion

PROSPECTS AND OPPORTUNITIES

Ready meals record ongoing growth, supported by convenient, nutritional options
Potential for the soup landscape to expand, with fresh, nutritious options
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COOKING INGREDIENTS AND MEALS IN GREECE

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