



Euromonitor
International

Chocolate Confectionery in Greece

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

High value spikes in chocolate confectionery due to elevated prices of cocoa

Ion maintains its lead thanks to strong advertising, strategic expansion, and innovative products to meet popular trends

Supermarkets continue to benefit from wide ranges and affordable prices, while small local grocers offer convenience and organic options

PROSPECTS AND OPPORTUNITIES

Ongoing innovations and baseline popularity will help to support sales

Increasing demand for fair trade options expected

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DISCLAIMER

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