



Euromonitor
International

Savoury Snacks in Greece

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Savoury snacks maintains positive value and volume sales thanks to baseline demand and expanding range of products

Tasty Foods maintains leading place thanks to popularity of Lay's and the global PepsiCo portfolio

Small local grocers and supermarkets maintain sales, while forecourt retailers emerge as a growing channel

PROSPECTS AND OPPORTUNITIES

Savoury snacks will maintain positive growth, driven by demand and new product developments

Tortilla chips tipped as a category to watch, with ongoing innovations expected

Sustainability and health and wellbeing will be key trends

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SOURCES

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