



Euromonitor
International

HW Snacks in Greece

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness claims support innovation in snacks in Greece in 2024

INDUSTRY PERFORMANCE

Growing health consciousness drives innovation and sustainability in snacks in Greece
High fibre snacks meet the growing demand for digestive health and balanced diets
No added sugar products gain momentum amid health-conscious consumer trends

WHAT'S NEXT

Health and wellness claims will support sales of snacks across the forecast period
Rising awareness of gut health is set to support demand for high fibre snacks
No added sugar snacks will gain momentum as consumers seek healthier, guilt free indulgence

CATEGORY DATA

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EXECUTIVE SUMMARY

Health-driven consumers embrace plant-based, no sugar and natural claims

INDUSTRY PERFORMANCE

Plant-based, high protein, and multifunctional nutrition choices rise
Natural and organic products build trust and offer perceived health benefits

WHAT'S NEXT

Health claims are set to drive growth and innovation across packaged food and drinks in Greece

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