

Sweet Biscuits, Snack Bars and Fruit Snacks in Greece

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Sweet Biscuits, Snack Bars and Fruit Snacks in Greece - Category analysis

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2024 DEVELOPMENTS

High-protein trend has positive impact on sales
Rising health consciousness drives developments in sweet biscuits
Dried fruit benefits from new product launches

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New product launches will shape the market, with protein becoming a key ingredient
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