

Sweet Spreads in Greece

November 2023

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Sweet Spreads in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Nut and seed-based spreads remain a key favourite
Greeks seek out natural qualities of honey, which is being more widely used
Healthier versions of marmalade being sought-out

PROSPECTS AND OPPORTUNITIES

Healthier options to drive volume sales
Dynamic growth anticipated for nut and seed-based spreads thanks to taste, functionality and health trend
Honey to remain a firm favourite among Greeks

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