

Butter and Spreads in Greece

September 2023

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Butter and Spreads in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Butter and margarine lose sales as consumers look for healthier alternatives
Functional and fortified trends rise, as players launch products with added vitamins
Ongoing competition from plant-based products, however, price remain a barrier

PROSPECTS AND OPPORTUNITIES

AGNO is set to enter the butter landscape, available in supermarkets in Northern Greece
Health trends lead to a rise in plant-based and low-fat goods
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DISCLAIMER

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