

# HW Snacks in Greece

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sugar reduction remains a key innovation area for chocolate confectionery

Gluten free leads health and wellness snacks in 2022

Probiotic snack bars capture consumer attention in 2022

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Low salt and high fibre savoury snacks are set to grow

Gluten free also shows significant promise in health and wellness snacks

Plant-based expected to appeal to more Greek consumers

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Overview

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