

HW Staple Foods in Greece

November 2023

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HW Staple Foods in Greece - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

High fibre and organic pasta show strong increases alongside organic cereals after pandemic

2022 sees gluten free in the lead in health and wellness staple foods

Consumer search for foods with functional benefits boosts bone and joint health

PROSPECTS AND OPPORTUNITIES

Vegan meat and seafood substitutes expected to grow

Gluten free set to see strongest performance in health and wellness staple foods over the forecast period

Immune support offers potential

CATEGORY DATA

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Health and Wellness in Greece - Industry Overview

EXECUTIVE SUMMARY

Overview

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