



# Sugar Confectionery in Greece

July 2024

Table of Contents

## Sugar Confectionery in Greece - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Medicated confectionery bucks declining sales trend, thanks to its perceived health benefits

Halva gains traction as favourite sugary snacking solution

Offline sales channels continue to reign

#### PROSPECTS AND OPPORTUNITIES

Sugar confectionery players will attempt to stem declining sales trend by projecting a healthier image

Halva will enjoy increasing popularity as players introduce convenient on-the-go packaging

Rice cakes will grow in prominence

#### CATEGORY DATA

Summary 1 - Other Sugar Confectionery by Product Type: 2024

Table 1 - Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 2 - Sales of Sugar Confectionery by Category: Value 2019-2024

Table 3 - Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 4 - Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 5 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 6 - NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 7 - LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 8 - Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 9 - Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 10 - Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 11 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

## Snacks in Greece - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What's next for snacks?

### MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2019-2024

Table 14 - Sales of Snacks by Category: Value 2019-2024

Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Snacks: % Value 2020-2024

Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 - Penetration of Private Label by Category: % Value 2019-2024

Table 20 - Distribution of Snacks by Format: % Value 2019-2024

Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 22 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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## SOURCES

### Summary 2 - Research Sources

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