



Sweet Biscuits, Snack Bars and Fruit Snacks in Greece

July 2024

Table of Contents

Sweet Biscuits, Snack Bars and Fruit Snacks in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

High-protein trend has positive impact on sales
Rising health consciousness drives developments in sweet biscuits
Dried fruit benefits from new product launches

PROSPECTS AND OPPORTUNITIES

New product launches will shape the market, with protein becoming a key ingredient
Private label products could grow in prominence
Players will begin to flex their sustainability credentials

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2020-2024
Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
Table 9 - NBO Company Shares of Snack Bars: % Value 2020-2024
Table 10 - LBN Brand Shares of Snack Bars: % Value 2021-2024
Table 11 - NBO Company Shares of Fruit Snacks: % Value 2020-2024
Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2021-2024
Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
Table 14 - Distribution of Sweet Biscuits by Format: % Value 2019-2024
Table 15 - Distribution of Snack Bars by Format: % Value 2019-2024
Table 16 - Distribution of Fruit Snacks by Format: % Value 2019-2024
Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks 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 21 - Sales of Snacks by Category: Volume 2019-2024
Table 22 - Sales of Snacks by Category: Value 2019-2024
Table 23 - Sales of Snacks by Category: % Volume Growth 2019-2024
Table 24 - Sales of Snacks by Category: % Value Growth 2019-2024
Table 25 - NBO Company Shares of Snacks: % Value 2020-2024
Table 26 - LBN Brand Shares of Snacks: % Value 2021-2024
Table 27 - Penetration of Private Label by Category: % Value 2019-2024
Table 28 - Distribution of Snacks by Format: % Value 2019-2024

Table 29 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 30 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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