



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Greece

July 2024

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

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Snacks in Greece - Industry Overview

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DISCLAIMER

SOURCES

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-greece/report.