



# Sweet Spreads in Greece

October 2024

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## Sweet Spreads in Greece - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Retail volume sales of honey fall as natural disasters and climate change challenge production

Weather conditions negatively impact cacao, leading to rising prices for chocolate spreads

Ongoing success for Haitoglou Bros SA leads to improved share on the landscape

#### PROSPECTS AND OPPORTUNITIES

EU regulations support healthy sweet spread innovations over the forecast period

The variety of nut-based spreads is set to rise, aligned with health demands

Chutney set to gain ground as the spread becomes commonplace within foodservice

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