



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Greece

December 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Salmonella scare disrupts the category
- Demand for private label and bulk purchases in response to price increases
- Some players shift to ready meals in search of growth opportunities

PROSPECTS AND OPPORTUNITIES

- The shift to meat substitutes becomes a mainstream trend
- Convenience to shape selection developments
- Sale of Avramar’s Greek division could disrupt processed seafood

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
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Staple Foods in Greece - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for staple foods?

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## SOURCES

### Summary 1 - Research Sources

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