



Euromonitor
International

Ice Cream in Greece

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Improved performance for ice cream in 2024
- Shift towards “better for you” alternatives
- Continued innovation drives growth, as players harness successful recipes

PROSPECTS AND OPPORTUNITIES

- Ice cream will benefit from better economic conditions, alongside new entrants to the market
- Continued trend towards healthier ice cream options
- Vegan ice cream will see greater interest, albeit from low base

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DISCLAIMER

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