

Meals and Soups in Greece

October 2024

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Meals and Soups in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive growth as ready meal innovations focus on health and wellness Celebrated chefs partner with ready meal brands to offer quality options Barba Stathis SA retains its lead through product innovation and expansion

PROSPECTS AND OPPORTUNITIES

Ready meals record ongoing growth, supported by convenient, nutritional options

Potential for the soup landscape to expand, with fresh, nutritious options

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