

HW Snacks in Greece

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar reduction remains a key innovation area for chocolate confectionery

Gluten free leads health and wellness snacks in 2022

Probiotic snack bars capture consumer attention in 2022

PROSPECTS AND OPPORTUNITIES

Low salt and high fibre savoury snacks are set to grow

Gluten free also shows significant promise in health and wellness snacks

Plant-based expected to appeal to more Greek consumers

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Health and Wellness in Greece - Industry Overview

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Overview

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