



Sweet Spreads in Greece

November 2025

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Sweet Spreads in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Honey remains a staple, while innovation in nut and seed based spreads benefits growth

INDUSTRY PERFORMANCE

Traditional staples meet modern wellness preferences

Nut and seed-based spreads drive innovation and volume

WHAT'S NEXT?

Balanced growth led by honey and natural nut spreads

Health and wellness: clean labels and naturally sweet innovation

Product innovation and sustainable sourcing set future direction

COMPETITIVE LANDSCAPE

Mondelez Hellas SA sustains leadership through brand heritage

Healthy Habits SA drives growth through clean, modern positioning

Artisanal and organic producers diversify consumer choice

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Supermarkets remain the cornerstone of category distribution

Local grocers and organic stores expand premium and niche availability

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Cooking Ingredients and Meals in Greece - Industry Overview

EXECUTIVE SUMMARY

Health consciousness shaping demand but cost concerns rise

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience, flexibility and time-saving solutions underpin growth

Wellness and quality cues reinforce purchasing decisions

WHAT'S NEXT?

Continued expansion underpinned by innovation and household routines

Health and wellness trends to shape future formulation

Digital retail channels to accelerate convenience culture

COMPETITIVE LANDSCAPE

Minerva SA leads through heritage, quality and diversification

Afoi Karageorgiou AEVE expands presence through innovation and investment

Private label deepens penetration across key categories

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Supermarkets remain the cornerstone of category sales

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