



Sugar Confectionery in Greece

July 2025

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Sugar Confectionery in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady growth with “other” sugar confectionery an area of development

Mondelez maintains lead thanks to Halls, while Lavdas benefits from popular image and investment from Ion

Small local grocers benefit from convenience, while supermarkets offer deals on alternative sugar confectionery products

PROSPECTS AND OPPORTUNITIES

Stable value and improving volume expected, driven by new innovations and the Lavas/Ion partnership

Halva will remain a popular sweet treat

High-sugar products will lose appeal and be replaced with updated variants

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DISCLAIMER

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