



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Greece

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable demand for popular products in sweet biscuits, snack bars, and fruit snacks

Papadopoulos maintains lead, while Violanta and Haitoglou Bros see strong growth

Supermarkets maintains lead thanks to wide offer of products, while e-commerce gains popularity for specialised products

PROSPECTS AND OPPORTUNITIES

Ongoing demand for sweet biscuits, snack bars, and fruit snacks, thanks to wide variety of products on offer

Ongoing developments from manufacturers expected, to meet high demand and consumer trends

Ongoing focus on “healthier” products and sustainable production

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

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DISCLAIMER

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