



**Euromonitor  
International**

# 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

#### CHANNELS

Supermarkets remain the cornerstone of category distribution

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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-greece/report](http://www.euromonitor.com/sweet-spreads-in-greece/report).