



# HW Snacks in Greece

January 2026

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Health and wellness claims support innovation in snacks in Greece in 2024

### INDUSTRY PERFORMANCE

Growing health consciousness drives innovation and sustainability in snacks in Greece

High fibre snacks meet the growing demand for digestive health and balanced diets

No added sugar products gain momentum amid health-conscious consumer trends

### WHAT'S NEXT

Health and wellness claims will support sales of snacks across the forecast period

Rising awareness of gut health is set to support demand for high fibre snacks

No added sugar snacks will gain momentum as consumers seek healthier, guilt free indulgence

### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

### COUNTRY REPORTS DISCLAIMER

[Health and Wellness in Greece - Industry Overview](#)

### EXECUTIVE SUMMARY

Health-driven consumers embrace plant-based, no sugar and natural claims

### INDUSTRY PERFORMANCE

Plant-based, high protein, and multifunctional nutrition choices rise

Natural and organic products build trust and offer perceived health benefits

### WHAT'S NEXT

Health claims are set to drive growth and innovation across packaged food and drinks in Greece

### COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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