

# Sweet Spreads in Greece

November 2023

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## Sweet Spreads in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Nut and seed-based spreads remain a key favourite  
Greeks seek out natural qualities of honey, which is being more widely used  
Healthier versions of marmalade being sought-out

#### PROSPECTS AND OPPORTUNITIES

Healthier options to drive volume sales  
Dynamic growth anticipated for nut and seed-based spreads thanks to taste, functionality and health trend  
Honey to remain a firm favourite among Greeks

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