



Chocolate Confectionery in Greece

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Strong Volumes Drive Growth through Innovation and Affordability

Chart 2 - ION Break Launches Limited Edition Chocolate with Bougatsa Filling

Tablets Lead as Flavour Innovation and Rebranding Sustain Consumer Engagement

Smaller Pack Sizes and Private Label Expansion Fuel Countlines' Dynamic Volume Growth

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Viral Flavour Trends and Rising Disposable Incomes Will Sustain Value Growth

Smaller Formats, Shareable Options and Limited Editions Will Sustain Engagement

Limited Editions and Viral Trends to Drive Brand Visibility and Experimentation

Chart 6 - Analyst Insight for Chocolate Confectionery

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Ion Cocoa and Chocolate Manufacturers and Mondelez Defend Leadership

Mars Acquisition of Kellanova Expands New Product Development Potential

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Supermarkets and Hypermarkets Expand Reach through Value Formats

Retail E-Commerce Grows but Impulse Buying Anchors Offline Dominance

Rising Foodservice Prices Accelerate the Shift to Retail in Chocolate Consumption

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Serenata Accelerates Innovation with New Stick Formats

Ion Break Launches Limited Edition Chocolate with Bougatsa Filling

Chart 12 - Serenata Launches Stick Formats

ECONOMIC CONTEXT

Chart 13 - Economic Context for Chocolate Confectionery

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Chocolate Confectionery

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Price-Driven Value Growth and Affordability Pressures Define Greece's Snacks

Spicy Innovation and Daily Snacking Trends Leads Value Growth in Snacks Categories

Convenient Formats and Functional Formulations Reinforce Snacks as Everyday Staples

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Shifting Eating Habits and Busier Lifestyles Expected to Sustain Steady Value Growth

Functional Claims and Better-For-You Formulations Will Drive the Next Wave of Innovation

Chart 22 - Analyst Insight for Snacks

Bold Flavour Innovation and Hybrid Concepts Looks Set to Define Product Development

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez and Tasty Foods Strengthen Consumer Trust and Distribution Reach

Mars' Acquisition of Kellanova Sets the Stage for Hybrid Snack Innovation

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

CHANNELS

Supermarkets Extend Lead by Leveraging Affordability and Assortment

Convenience Stores and Forecourt Retailers Capture New Snacking Occasions

Supermarket E-Shops Extend Reach as Retail E-Commerce Gains Traction

Chart 27 - Retail Channels 2021-2026

PRODUCTS

Lidl's Halva Intensifies Competition as Retailers Modernise Traditional Products

Chart 28 - Lidl Hellas Launches Private Label Speculoos Halva Competing with Olympos Speculoos Halva

Papadopoulou Extends Its Biscuit Leadership into Functional Snack Bars

Chart 29 - Papadopoulou Launches Digestive Maxi Bars

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

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/chocolate-confectionery-in-greece/report.