

# Biscuits and Snack Bars in Greece

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## Abstracts

Both snack bars and biscuits perform well regardless of the economic downturn and shrinking disposable incomes. Aggressive promotional activities have made these products appealing to consumers. In the case of snack bars a trend for healthier snacks that can easily be consumed on-the-go has created a prosperous ground for growth. In biscuits the category's performance is bound to the extensive use of discounting that resulted in a decline in its average selling price.

Euromonitor International's Biscuits and Snack Bars in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Biscuits, Snack Bars.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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