



# Supermarkets in Greece

June 2026

Table of Contents

## Supermarkets in Greece - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Supermarkets Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Supermarkets

### INDUSTRY PERFORMANCE

Alfa-Beta Vassilopoulos Drives Competitive Pricing through Private Label Expansion

Chart 2 - Vasilopoulos Ramps up Private Label Expansion

Chart 3 - Value Sales 2020-2030

### WHAT'S NEXT?

Consolidation and Private Label Expansion at the Heart of Growth

Supermarkets Address Cost Pressures with Private Label Innovation

Chart 4 - Shoppers Shift to Home Cooked Meals

Chart 5 - Forecast Value Sales 2020-2030

### COMPETITIVE LANDSCAPE

Sklavenitis Extends Its Sales Lead through Private Label and Operational Investments

Acquisition Boosts Masoutis' Market Power

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

### ECONOMIC CONTEXT

Chart 8 - Economic Context for Supermarkets

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 11 - Consumer Context for Supermarkets

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Retail in Greece - Industry Overview](#)

### EXECUTIVE SUMMARY

2025 Developments

### KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Retail

### INDUSTRY PERFORMANCE

Retailers Drive Growth through Private Label Investment

Ab Vassilopoulos Leverages Constant Promotions to Capture Value-Driven Shoppers

Chart 15 - Value Sales 2020-2030

Chart 16 - Value Sales by Category 2025

### WHAT'S NEXT?

Discounters Attract Price-Driven Shoppers with Frequent Promotions  
Retail E-Commerce Accelerates as Omnichannel Expectations Rise  
Hypermarkets and Variety Stores Expand by Meeting Demand for Convenience  
Chart 17 - Forecast Value Sales 2020-2030  
Chart 18 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Chart 19 - Analyst Insight for Retail  
Sklavenitis Strengthens Lead as Mergers Reshape Competition  
Chart 20 - Olive Oil Vending  
Vending and Urban Formats Drive Innovation  
Chart 21 - Ikea Opens Small Local Stores  
Chart 22 - Company Shares 2025  
Chart 23 - Brand Shares 2025

## OPERATING ENVIRONMENT

Informal Retail  
Opening Hours for Physical Retail  
Chart 24 - Standard Opening Hours by Channel Type 2025  
Seasonality

## ECONOMIC CONTEXT

Chart 25 - Economic Context for Retail  
Chart 26 - Real Gdp Growth 2020-2030  
Chart 27 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 28 - Consumer Context for Retail  
Chart 29 - Population 2020-2030  
Chart 30 - Population by Generation 2025

## 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/supermarkets-in-greece/report](http://www.euromonitor.com/supermarkets-in-greece/report).