



# Breakfast Cereals in Greece

November 2025

Table of Contents

## Breakfast Cereals in Greece - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health and convenience drive growth in breakfast cereal during 2025

#### INDUSTRY PERFORMANCE

Health and variety drive growth in breakfast cereals in Greece in 2025

Children's breakfast cereals lead value growth due to taste, nutrition, and convenience

#### WHAT'S NEXT?

Health-oriented innovation is expected to sustain growth in breakfast cereals

Blurring lines between breakfast cereals and snacks will drive new product innovation

Evolving consumption occasions are expected to support moderate growth in breakfast cereals

#### COMPETITIVE LANDSCAPE

Nestlé Hellas SA retains its leadership in breakfast cereals despite brand share declines

Health positioning and strong promotions drive Fytro SA's double-digit growth

#### CHANNELS

Supermarkets retains its leadership in breakfast cereals despite marginal share loss

Discounters and retail e-commerce drive growth in breakfast cereal distribution

#### CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Staple Foods in Greece - Industry Overview

### EXECUTIVE SUMMARY

Convenience, health and sustainability drive steady growth in staple foods

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Demand for convenience and shelf stable options drive growth in staple foods

Rising operational costs influence consumer food choices in Greece

Health, nutrition and functional claims drive consumer choices in 2025

#### WHAT'S NEXT?

Steady growth is predicted for staple foods, driven by convenience and longer shelf life

Sustainability is expected to grow in importance across the forecast period

There is set to be a rising demand for healthier and functional food options

## COMPETITIVE LANDSCAPE

Competitive pricing and high-quality private label allows Lidl Hellas & Co EE to retain its lead

Growing visibility and diversification strengthens Fytro SA's presence

## CHANNELS

Food/drinks/ tobacco specialists faces challenges amid rising costs and supermarket competition

Hypermarkets and retail e-commerce drive growth as consumers appreciate affordable price points

## MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025

Table 13 - Sales of Staple Foods by Category: Value 2020-2025

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

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