



Euromonitor
International

Cafés/Bars in Greece

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2025 DEVELOPMENTS

Greek cafés/bars face rising coffee costs, fierce competition, and shift to takeaway in 2025

INDUSTRY PERFORMANCE

Coffee price hikes squeeze margins and reduce transaction volumes

Independent coffee specialists lead growth despite fierce competition

Delivery and takeaway surge as eat-in declines under tax hikes

WHAT'S NEXT?

Optimistic growth forecast for Greek café/bar sales amid evolving consumer preferences

Delivery and takeaway to dominate as sit-in spaces shrink further

Cold brew, bubble tea and tap rooms will lead innovation

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Independent operators dominate despite chains gaining ground in coffee

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Consumer Foodservice in Greece - Industry Overview

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Inflation spurs shift to delivery and limited-service dining in Greek foodservice in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflation pressures continue to weigh on foodservice performance

Rise of home delivery and takeaway is reshaping innovation and competition

Loyalty programmes gain traction among chained and independent operators

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Vegan and vegetarian demand will expand plant-based menus

Sustainability to become a competitive advantage for operators

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Independent operators dominate Greek foodservice

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