



Sauces, Dips and Condiments in Greece

November 2025

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Sauces, Dips and Condiments in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Traditional demand and innovation alike benefit sales

INDUSTRY PERFORMANCE

Everyday convenience and culinary heritage sustain growth

Pasta sauces lead growth through convenience and versatility

WHAT'S NEXT?

Authenticity, convenience and flavour innovation to shape the future

Health and wellness: clean ingredients and local provenance gain ground

Digital transformation and sustainability elevate category engagement

COMPETITIVE LANDSCAPE

Minerva SA leads through heritage, trust and portfolio depth

Dimfil Ltd gains traction through organic and clean-label positioning

Artisanal and private label brands diversify competition

CHANNELS

Supermarkets remain the primary distribution channel

E-commerce expands reach for niche and premium products

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Cooking Ingredients and Meals in Greece - Industry Overview

EXECUTIVE SUMMARY

Health consciousness shaping demand but cost concerns rise

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience, flexibility and time-saving solutions underpin growth

Wellness and quality cues reinforce purchasing decisions

WHAT'S NEXT?

Continued expansion underpinned by innovation and household routines

Health and wellness trends to shape future formulation
Digital retail channels to accelerate convenience culture

COMPETITIVE LANDSCAPE

Minerva SA leads through heritage, quality and diversification
Afoi Karageorgiou AEVE expands presence through innovation and investment
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CHANNELS

Supermarkets remain the cornerstone of category sales
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