



Euromonitor
International

Staple Foods in Greece

November 2025

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Staple Foods in Greece

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

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Convenience, health, and innovation drive growth in baked goods in Greece

INDUSTRY PERFORMANCE

Rising demand for convenience drives growth in packaged baked goods

Innovation and wider accessibility fuel growth in dessert pies and tarts

WHAT'S NEXT?

Convenience and product innovation is set to support growth for baked goods

Rising health awareness is expected to drive demand for functional and whole-grain baked goods

Frozen dough will remain a key growth area as major and traditional players pursue strategic expansion

COMPETITIVE LANDSCAPE

Chipita SA maintains its leading position while Karamolegos and Kris Kris remain the top selling brands

Emfi SA records strong value growth following rebranding and strategic expansion

CHANNELS

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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

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KEY DATA FINDINGS

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Convenience and frozen innovation drive growth for processed fruit and vegetables

INDUSTRY PERFORMANCE

Convenience and long shelf life drive growth in processed fruit and vegetables in 2025
Frozen processed fruit and vegetables lead growth as convenience and nutrition drive demand

WHAT'S NEXT?

Steady growth is expected as convenience and versatility are set to strengthen demand
Health perceptions and year-round availability is expected to support demand for frozen produce
Sustainability will remain an emerging trend, that gains gradual momentum

COMPETITIVE LANDSCAPE

Barba Stathis SA strengthens its leadership through brand trust and strategic investment
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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth is driven by rising demand for convenience and meat and seafood substitutes

INDUSTRY PERFORMANCE

Rising demand for substitutes and frozen products drives growth in processed meat and seafood

Meat and seafood substitutes lead value growth amid shifting consumer preferences

WHAT'S NEXT?

Moderate growth is expected to be driven by health and sustainability

Processed meat and seafood players may pivot towards ready meals options

There is set to be rising demand for meat and seafood alternatives amid constraints

COMPETITIVE LANDSCAPE

Lidl Hellas & Co EE leads due to its wide assortment at affordable price points

Greece company, MeatKA SA, emerges as the most dynamic player in 2025

CHANNELS

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[Rice, Pasta and Noodles in Greece](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and health drive growth in rice, pasta and noodles in 2025

INDUSTRY PERFORMANCE

Health focused innovation shapes developments in rice, pasta and noodles

Instant noodles drive convenience-led growth in rice, pasta and noodles

WHAT'S NEXT?

Rice, pasta and noodles is set to remain central to Greek diets amid health trends

Convenience, retail e-commerce, and sustainability will shape rice, pasta and noodles

Noodles will continue to gain traction as Greek consumers embrace new cuisines

COMPETITIVE LANDSCAPE

Barilla Hellas maintains its leadership through strong brand equity and premium positioning
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CHANNELS

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