



**Euromonitor  
International**

# Breakfast Cereals in Greece

November 2025

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## 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

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## Staple Foods in Greece - Industry Overview

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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

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