



Euromonitor  
International

# Cafés/Bars in Greece

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## Cafés/Bars in Greece - Category analysis

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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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Coffee Island and Mikel Cafe SA lead the café/bar market

Il Toto posts rapid growth through rapid outlet expansion

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

### KEY DATA FINDINGS

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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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Innovation to focus on limited-service restaurants for growth

Vegan and vegetarian demand will expand plant-based menus

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Independent operators dominate Greek foodservice

Il Toto posts fastest growth through outlet expansion

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