



Self-Service Cafeterias in Greece

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Self-Service Cafeterias in Greece - Category analysis

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2025 DEVELOPMENTS

Chained self-service cafeterias in Greece drive value growth as tourist spending habits change.

INDUSTRY PERFORMANCE

Self-service cafeterias struggle as tourist spending tightens
Chains hold minimal share as independents dominate travel locations
Bread Factory disrupts the category with takeaway and delivery options

WHAT'S NEXT?

Tourism trends will remain key determinant of category performance
Eat-in will remain dominant as delivery potential is limited
Outdated format and location constraints hinder growth prospects

COMPETITIVE LANDSCAPE

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Independent operators dominate as chains remain limited

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Consumer Foodservice in Greece - Industry Overview

EXECUTIVE SUMMARY

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

WHAT'S NEXT?

Innovation to focus on limited-service restaurants for growth
Vegan and vegetarian demand will expand plant-based menus

Sustainability to become a competitive advantage for operators

COMPETITIVE LANDSCAPE

Independent operators dominate Greek foodservice

Il Toto posts fastest growth through outlet expansion

Chains invest heavily to capture shrinking consumer spending

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Emerging trends in burger and ice cream limited-service restaurants reflect innovation and investment

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