



Euromonitor
International

Full-Service Restaurants in Greece

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Full-Service Restaurants in Greece - Category analysis

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2025 DEVELOPMENTS

Full-service restaurants in Greece face declining sales but see growth through chains and delivery partnerships

INDUSTRY PERFORMANCE

Full-service restaurants lose value as dining out declines

Chained European and Asian formats drive growth through new openings

Delivery partnerships with aggregators sustain revenue amid shrinking footfall

WHAT'S NEXT?

Modest recovery expected as menu price hikes boost value, though growth will remain negative

Delivery share set to rise while takeaway faces pressure

Sustainability to emerge as a premiumisation strategy in full-service dining

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Consumer Foodservice in Greece - Industry Overview

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

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Rise of home delivery and takeaway is reshaping innovation and competition

Loyalty programmes gain traction among chained and independent operators

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Sustainability to become a competitive advantage for operators

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