



Euromonitor
International

Edible Oils in Greece

November 2025

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Edible Oils in Greece - Category analysis

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2025 DEVELOPMENTS

High prices hinder olive oil

INDUSTRY PERFORMANCE

Value sales ease as high prices weigh on household budgets

Corn oil leads as affordability and familiarity drive choice

WHAT'S NEXT?

Gradual recovery and sustained cultural relevance

Health and wellness: authenticity and provenance remain the gold standard

Sustainability and digital transformation reshape production and visibility

COMPETITIVE LANDSCAPE

Minerva SA retains leadership through heritage and scale

Melissa Kikizas SA gains momentum through innovation and sustainability

CHANNELS

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E-commerce and niche online platforms expand visibility

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Cooking Ingredients and Meals in Greece - Industry Overview

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Health consciousness shaping demand but cost concerns rise

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Convenience, flexibility and time-saving solutions underpin growth

Wellness and quality cues reinforce purchasing decisions

WHAT'S NEXT?

Continued expansion underpinned by innovation and household routines

Health and wellness trends to shape future formulation

Digital retail channels to accelerate convenience culture

COMPETITIVE LANDSCAPE

Minerva SA leads through heritage, quality and diversification

Afoi Karageorgiou AEVE expands presence through innovation and investment

Private label deepens penetration across key categories

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Supermarkets remain the cornerstone of category sales

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