



Euromonitor
International

Processed Fruit and Vegetables in Greece

November 2025

Table of Contents

Processed Fruit and Vegetables in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and frozen innovation drive growth for processed fruit and vegetables

INDUSTRY PERFORMANCE

Convenience and long shelf life drive growth in processed fruit and vegetables in 2025

Frozen processed fruit and vegetables lead growth as convenience and nutrition drive demand

WHAT'S NEXT?

Steady growth is expected as convenience and versatility are set to strengthen demand

Health perceptions and year-round availability is expected to support demand for frozen produce

Sustainability will remain an emerging trend, that gains gradual momentum

COMPETITIVE LANDSCAPE

Barba Stathis SA strengthens its leadership through brand trust and strategic investment

Kyknos Greek Canning Co SA drives strong growth through brand heritage and category expansion

CHANNELS

Supermarkets reinforces its lead through variety, value and private label strength

Retail e-commerce gains momentum as convenience becomes a priority

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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[Staple Foods in Greece - Industry Overview](#)

EXECUTIVE SUMMARY

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

Growing visibility and diversification strengthens Fytro SA's presence

CHANNELS

Food/drinks/ tobacco specialists faces challenges amid rising costs and supermarket competition

Hypermarkets and retail e-commerce drive growth as consumers appreciate affordable price points

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-in-greece/report.