

Dairy Products and Alternatives in Greece

August 2025

Table of Contents

Dairy Products and Alternatives in Greece

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

- Table 1 Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 5 Penetration of Private Label by Category: % Value 2020-2025
- Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Decline in milk formula

FrieslandCampina retains lead, while Numil Hellas maintains growth

Health and beauty specialists to overtake supermarkets

PROSPECTS AND OPPORTUNITIES

Healthy products could add value

Growing emphasis on convenience

New legislation controls milk formula prices

CATEGORY DATA

- Table 9 Sales of Baby Food by Category: Volume 2020-2025
- Table 10 Sales of Baby Food by Category: Value 2020-2025
- Table 11 Sales of Baby Food by Category: % Volume Growth 2020-2025
- Table 12 Sales of Baby Food by Category: % Value Growth 2020-2025
- Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2020-2025
- Table 14 NBO Company Shares of Baby Food: % Value 2021-2025
- Table 15 LBN Brand Shares of Baby Food: % Value 2022-2025
- Table 16 Distribution of Baby Food by Format: % Value 2020-2025
- Table 17 Forecast Sales of Baby Food by Category: Volume 2025-2030
- Table 18 Forecast Sales of Baby Food by Category: Value 2025-2030
- Table 19 Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030
- Table 20 Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

Butter and Spreads in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Butter benefits from natural image

Upfield Hellas retains lead despite share loss

Habit, convenience, product range and price support strength of supermarkets

PROSPECTS AND OPPORTUNITIES

Falling volumes

Health and wellness to shape category development

Scope for players combine tradition with innovative flavours

CATEGORY DATA

- Table 21 Sales of Butter and Spreads by Category: Volume 2020-2025
- Table 22 Sales of Butter and Spreads by Category: Value 2020-2025
- Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2020-2025
- Table 24 Sales of Butter and Spreads by Category: % Value Growth 2020-2025
- Table 25 NBO Company Shares of Butter and Spreads: % Value 2021-2025
- Table 26 LBN Brand Shares of Butter and Spreads: % Value 2022-2025
- Table 27 Distribution of Butter and Spreads by Format: % Value 2020-2025
- Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2025-2030
- Table 29 Forecast Sales of Butter and Spreads by Category: Value 2025-2030
- Table 30 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030
- Table 31 Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

Cheese in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cheese has key role in local cuisine

Private label sees growth driven by consumer budget consciousness

Supermarkets dominates cheese sales

PROSPECTS AND OPPORTUNITIES

Traditional products with broad demand

Rising demand for healthy products

Increasing emphasis on convenience and sustainability

CATEGORY DATA

- Table 32 Sales of Cheese by Category: Volume 2020-2025
- Table 33 Sales of Cheese by Category: Value 2020-2025
- Table 34 Sales of Cheese by Category: % Volume Growth 2020-2025
- Table 35 Sales of Cheese by Category: % Value Growth 2020-2025
- Table 36 Sales of Spreadable Cheese by Type: % Value 2020-2025
- Table 37 Sales of Soft Cheese by Type: % Value 2020-2025
- Table 38 Sales of Hard Cheese by Type: % Value 2020-2025
- Table 39 NBO Company Shares of Cheese: % Value 2021-2025
- Table 40 LBN Brand Shares of Cheese: % Value 2022-2025
- Table 41 Distribution of Cheese by Format: % Value 2020-2025
- Table 42 Forecast Sales of Cheese by Category: Volume 2025-2030
- Table 43 Forecast Sales of Cheese by Category: Value 2025-2030
- Table 44 Forecast Sales of Cheese by Category: % Volume Growth 2025-2030
- Table 45 Forecast Sales of Cheese by Category: % Value Growth 2025-2030

KEY DATA FINDINGS

2025 DEVELOPMENTS

Goat milk performing well

Private label products appeal to budget-conscious consumers

Supermarkets benefits from private label offer and family-sized products

PROSPECTS AND OPPORTUNITIES

Growing interest in health to influence demand

Health-focused product development becoming more sophisticated

Packaging developments focus on convenience and sustainability

CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2020-2025

Table 47 - Sales of Drinking Milk Products by Category: Value 2020-2025

Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025

Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025

Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025

Table 52 - Distribution of Drinking Milk Products by Format: % Value 2020-2025

Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030

Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030

Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030

Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

Yoghurt and Sour Milk Products in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-driven growth

Kri Kri takes the lead

Consumers appreciate convenience and pricing

PROSPECTS AND OPPORTUNITIES

Building on healthy image

Key health claims

Trend towards smaller packaging

CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025

Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025

Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025

Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025

Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025

Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025

Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025

Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025

Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030

Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030

Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030

Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

Other Dairy in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Repositioning of cottage cheese

FrieslandCampina Hellas stays out in front

Supermarkets remains the dominant channel

PROSPECTS AND OPPORTUNITIES

Growth limited by health concerns

Potential for innovation

Further advancements in sustainable production practices

CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025

Table 70 - Sales of Other Dairy by Category: Value 2020-2025

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025

Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025

Table 73 - Sales of Cream by Type: % Value 2020-2025

Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025

Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025

Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030

Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

Plant-Based Dairy in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-oriented developments contributing to growth

Hellenic Dairies remains clear leader despite share loss

Some supermarkets offering private label plant-based dairy products

PROSPECTS AND OPPORTUNITIES

Local preferences and global sustainability trends

Focus on health and functional claims

Private label likely to expand in plant-based dairy

CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-ingreece/report.