



Cooking Ingredients and Meals in Greece

November 2025

Table of Contents

Cooking Ingredients and Meals in Greece

EXECUTIVE SUMMARY

Health consciousness shaping demand but cost concerns rise

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

CHANNELS

Supermarkets remain the cornerstone of category sales

E-commerce and digital grocery platforms accelerate fastest

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

[Edible Oils in Greece](#)

KEY DATA FINDINGS

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

Supermarkets remain the dominant retail channel

E-commerce and niche online platforms expand visibility

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025

Table 14 - Sales of Edible Oils by Category: Value 2020-2025

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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[Meals and Soups in Greece](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and health demands drive sales

INDUSTRY PERFORMANCE

Convenience and frozen solutions sustain strong momentum

Prepared salads and modern refrigeration redefine category perception

WHAT'S NEXT?

Continued growth supported by modern lifestyles and retailer innovation

Health and wellness: clean labels and plant-forward innovation

Digital commerce and meal kits open new convenience channels

COMPETITIVE LANDSCAPE

Barba Stathis SA sustains leadership through trust and innovation

Afoi Karageorgiou AEVE strengthens position through new launches and capacity expansion

Private label consolidates share through affordability and variety

CHANNELS

Supermarkets remain the primary purchase destination

Hypermarkets and modern formats expand assortments and deals

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025

- Table 25 - Sales of Meals and Soups by Category: Value 2020-2025
- Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025
- Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025
- Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025
- Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025
- Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025
- Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025
- Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025
- Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025
- Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030
- Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030
- Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030
- Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Sauces, Dips and Condiments in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Traditional demand and innovation alike benefit sales

INDUSTRY PERFORMANCE

Everyday convenience and culinary heritage sustain growth

Pasta sauces lead growth through convenience and versatility

WHAT'S NEXT?

Authenticity, convenience and flavour innovation to shape the future

Health and wellness: clean ingredients and local provenance gain ground

Digital transformation and sustainability elevate category engagement

COMPETITIVE LANDSCAPE

Minerva SA leads through heritage, trust and portfolio depth

Dimfil Ltd gains traction through organic and clean-label positioning

Artisanal and private label brands diversify competition

CHANNELS

Supermarkets remain the primary distribution channel

E-commerce expands reach for niche and premium products

CATEGORY DATA

- Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

- Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

- Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

- Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

- Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

- Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

- Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

- Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

- Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

- Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

- Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

- Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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Sweet Spreads in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Honey remains a staple, while innovation in nut and seed based spreads benefits growth

INDUSTRY PERFORMANCE

Traditional staples meet modern wellness preferences

Nut and seed-based spreads drive innovation and volume

WHAT'S NEXT?

Balanced growth led by honey and natural nut spreads

Health and wellness: clean labels and naturally sweet innovation

Product innovation and sustainable sourcing set future direction

COMPETITIVE LANDSCAPE

Mondelez Hellas SA sustains leadership through brand heritage

Healthy Habits SA drives growth through clean, modern positioning

Artisanal and organic producers diversify consumer choice

CHANNELS

Supermarkets remain the cornerstone of category distribution

Local grocers and organic stores expand premium and niche availability

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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