



# Staple Foods in Greece

November 2025

Table of Contents

## Staple Foods in Greece

### 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 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

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

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baked Goods in Greece

### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Convenience, health, and innovation drive growth in baked goods in Greece

### INDUSTRY PERFORMANCE

Rising demand for convenience drives growth in packaged baked goods

Innovation and wider accessibility fuel growth in dessert pies and tarts

## WHAT'S NEXT?

Convenience and product innovation is set to support growth for baked goods

Rising health awareness is expected to drive demand for functional and whole-grain baked goods

Frozen dough will remain a key growth area as major and traditional players pursue strategic expansion

## COMPETITIVE LANDSCAPE

Chipita SA maintains its leading position while Karamolegos and Kris Kris remain the top selling brands

Emfi SA records strong value growth following rebranding and strategic expansion

## CHANNELS

Food/drink/tobacco specialists lead, however, share is lost to other modern grocery retailers

Modern retail and retail e-commerce drive growth by offering convenience and a wide range of products

## CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025

Table 14 - Sales of Baked Goods by Category: Value 2020-2025

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 17 - Sales of Pastries by Type: % Value 2020-2025

Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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### [Breakfast Cereals in Greece](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Health and convenience drive growth in breakfast cereal during 2025

## INDUSTRY PERFORMANCE

Health and variety drive growth in breakfast cereals in Greece in 2025

Children's breakfast cereals lead value growth due to taste, nutrition, and convenience

## WHAT'S NEXT?

Health-oriented innovation is expected to sustain growth in breakfast cereals

Blurring lines between breakfast cereals and snacks will drive new product innovation

Evolving consumption occasions are expected to support moderate growth in breakfast cereals

## COMPETITIVE LANDSCAPE

Nestlé Hellas SA retains its leadership in breakfast cereals despite brand share declines

Health positioning and strong promotions drive Fytro SA's double-digit growth

## CHANNELS

Supermarkets retains its leadership in breakfast cereals despite marginal share loss

Discounters and retail e-commerce drive growth in breakfast cereal distribution

## CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025  
Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025  
Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025  
Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025  
Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025  
Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025  
Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030  
Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030  
Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030  
Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### Processed Fruit and Vegetables in Greece

#### 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 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025  
Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025  
Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025  
Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025  
Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025  
Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025  
Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025  
Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025  
Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030  
Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030  
Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030  
Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### Processed Meat, Seafood and Alternatives To Meat in Greece

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Growth is driven by rising demand for convenience and meat and seafood substitutes

### INDUSTRY PERFORMANCE

Rising demand for substitutes and frozen products drives growth in processed meat and seafood

Meat and seafood substitutes lead value growth amid shifting consumer preferences

### WHAT'S NEXT?

Moderate growth is expected to be driven by health and sustainability

Processed meat and seafood players may pivot towards ready meals options

There is set to be rising demand for meat and seafood alternatives amid constraints

### COMPETITIVE LANDSCAPE

Lidl Hellas & Co EE leads due to its wide assortment at affordable price points

Greece company, MeatKA SA, emerges as the most dynamic player in 2025

### CHANNELS

Supermarkets maintains its leadership through offering both branded and private label goods

Hypermarkets emerges as the most dynamic channel as consumers seek variety, convenience and value

### CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

### COUNTRY REPORTS DISCLAIMER

[Rice, Pasta and Noodles in Greece](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Convenience and health drive growth in rice, pasta and noodles in 2025

### INDUSTRY PERFORMANCE

Health focused innovation shapes developments in rice, pasta and noodles

Instant noodles drive convenience-led growth in rice, pasta and noodles

### WHAT'S NEXT?

Rice, pasta and noodles is set to remain central to Greek diets amid health trends

Convenience, retail e-commerce, and sustainability will shape rice, pasta and noodles

Noodles will continue to gain traction as Greek consumers embrace new cuisines

## COMPETITIVE LANDSCAPE

Barilla Hellas maintains its leadership through strong brand equity and premium positioning  
Choreka SA drives momentum with unique formats and functional innovation

## CHANNELS

Supermarkets strengthen its lead in rice, pasta and noodles distribution  
Retail e-commerce gains momentum by enhancing access and convenience

## CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025  
Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025  
Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025  
Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025  
Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025  
Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025  
Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025  
Table 69 - NBO Company Shares of Rice: % Value 2021-2025  
Table 70 - LBN Brand Shares of Rice: % Value 2022-2025  
Table 71 - NBO Company Shares of Pasta: % Value 2021-2025  
Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025  
Table 73 - NBO Company Shares of Noodles: % Value 2021-2025  
Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025  
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025  
Table 76 - Distribution of Rice by Format: % Value 2020-2025  
Table 77 - Distribution of Pasta by Format: % Value 2020-2025  
Table 78 - Distribution of Noodles by Format: % Value 2020-2025  
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030  
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030  
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030  
Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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