



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Greece

November 2025

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

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

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Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

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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 15 - Sales of Staple Foods by Category: Volume 2020-2025  
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Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025  
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## SOURCES

Summary 1 - Research Sources

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