



Meals and Soups in Greece

November 2025

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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

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Hypermarkets and modern formats expand assortments and deals

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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

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E-commerce and digital grocery platforms accelerate fastest

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