

## **Staple Foods in Greece**

Market Direction | 2024-12-05 | 61 pages | Euromonitor

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### **Report description:**

Staple foods in Greece continued to be impacted by inflationary pressure on prices and the higher cost-of-living in 2024. While this dampened demand, there was a shift towards convenience and healthier options, which exerted upward pressure on unit prices and boosted retail value sales. Despite residual economic concerns, on-trade volume sales continued to record positive, if significantly slower, growth in 2024. In the post-Coronavirus (COVID-19) period, consumers valued the convenience of food...

Euromonitor International's Staple Foods in Greece report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Staple Foods market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Staple Foods in Greece  
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List Of Contents And Tables

### **STAPLE FOODS IN GREECE**

#### **EXECUTIVE SUMMARY**

Staple foods in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for staple foods?

#### **MARKET DATA**

Table 1 Sales of Staple Foods by Category: Volume 2019-2024

Table 2 Sales of Staple Foods by Category: Value 2019-2024

Table 3 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 4 Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Staple Foods: % Value 2020-2024

Table 6 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Staple Foods by Format: % Value 2019-2024

Table 9 Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 10 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 11 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **BAKED GOODS IN GREECE**

#### **KEY DATA FINDINGS**

#### **2024 DEVELOPMENTS**

Frozen dough feeds the call for easy home preparation products

Alfa Athanasios Koukoutaris invests to expand in baked goods

Large supermarkets invest in private label frozen dough products

#### **PROSPECTS AND OPPORTUNITIES**

More natural, premium options to gain momentum

Free from gluten baked goods offer growth potential

Big players see investment opportunities in frozen dough

#### **CATEGORY DATA**

Table 13 Sales of Baked Goods by Category: Volume 2019-2024

Table 14 Sales of Baked Goods by Category: Value 2019-2024

Table 15 Sales of Baked Goods by Category: % Volume Growth 2019-2024

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Table 16 Sales of Baked Goods by Category: % Value Growth 2019-2024  
Table 17 Sales of Pastries by Type: % Value 2019-2024  
Table 18 NBO Company Shares of Baked Goods: % Value 2020-2024  
Table 19 LBN Brand Shares of Baked Goods: % Value 2021-2024  
Table 20 Distribution of Baked Goods by Format: % Value 2019-2024  
Table 21 Forecast Sales of Baked Goods by Category: Volume 2024-2029  
Table 22 □Forecast Sales of Baked Goods by Category: Value 2024-2029  
Table 23 □Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029  
Table 24 □Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

#### BREAKFAST CEREALS IN GREECE

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Convenience and health aspects push a demand for breakfast cereals

Snacks brands start to appear in breakfast cereals

Consumers look for value for money in big packs

##### PROSPECTS AND OPPORTUNITIES

New consumption occasions to help broaden the category

Snack bars feeds into breakfast cereals

Nostalgia technique to blur the lines between children's and adult breakfast cereals

##### CATEGORY DATA

Table 25 Sales of Breakfast Cereals by Category: Volume 2019-2024  
Table 26 Sales of Breakfast Cereals by Category: Value 2019-2024  
Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024  
Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024  
Table 29 NBO Company Shares of Breakfast Cereals: % Value 2020-2024  
Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024  
Table 31 Distribution of Breakfast Cereals by Format: % Value 2019-2024  
Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029  
Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029  
Table 34 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029  
Table 35 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

#### PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN GREECE

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Salmonella scare disrupts the category

Demand for private label and bulk purchases in response to price increases

Some players shift to ready meals in search of growth opportunities

##### PROSPECTS AND OPPORTUNITIES

The shift to meat substitutes becomes a mainstream trend

Convenience to shape selection developments

Sale of Avramar's Greek division could disrupt processed seafood

##### CATEGORY DATA

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024  
Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024  
Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024  
Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024  
Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024

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Table 41 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024  
Table 42 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024  
Table 43 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024  
Table 44 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024  
Table 45 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024  
Table 46 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024  
Table 47 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024  
Table 48 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029  
Table 49 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

#### PROCESSED FRUIT AND VEGETABLES IN GREECE

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

New product developments respond to "lazy" demand from consumers

Organic claims gain traction

Convenience and versatility push the frozen format

##### PROSPECTS AND OPPORTUNITIES

Plant-based food trend could favour processed fruit and vegetables

Companies to focus on waste reduction

Shelf stable format to leverage economy positioning

##### CATEGORY DATA

Table 50 Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024  
Table 51 Sales of Processed Fruit and Vegetables by Category: Value 2019-2024  
Table 52 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024  
Table 53 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024  
Table 54 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024  
Table 55 NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024  
Table 56 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024  
Table 57 Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024  
Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029  
Table 59 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029  
Table 60 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029  
Table 61 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

#### RICE, PASTA AND NOODLES IN GREECE

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Pasta continues to provide an affordable and versatile meal solution

Innovation for a varied and balanced diet

Private label pasta benefits from the "Household Basket" initiative

##### PROSPECTS AND OPPORTUNITIES

New flavours and more adventure to push the demand for noodles

Pasta players push strongly on the health and wellness trend

Rice to continue to be best by climate change effects

##### CATEGORY DATA

Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024  
Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2019-2024  
Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024  
Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024

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Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024  
Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024  
Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024  
Table 69 NBO Company Shares of Rice: % Value 2020-2024  
Table 70 LBN Brand Shares of Rice: % Value 2021-2024  
Table 71 □NBO Company Shares of Pasta: % Value 2020-2024  
Table 72 □LBN Brand Shares of Pasta: % Value 2021-2024  
Table 73 □NBO Company Shares of Noodles: % Value 2020-2024  
Table 74 □LBN Brand Shares of Noodles: % Value 2021-2024  
Table 75 □Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024  
Table 76 □Distribution of Rice by Format: % Value 2019-2024  
Table 77 □Distribution of Pasta by Format: % Value 2019-2024  
Table 78 □Distribution of Noodles by Format: % Value 2019-2024  
Table 79 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029  
Table 80 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029  
Table 81 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029  
Table 82 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

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