



Euromonitor
International

Discounters in Greece

June 2026

Table of Contents

[Discounters in Greece - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Lidl Hellas Boosts Private Label Dairy and Shifts Consumer Perceptions

Chart 2 - Lidl Hellas Invests in Private Label Dairy

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Private Label Investment to Drive Growth and Boost Consumer Loyalty

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Lidl Hellas Maintains Dominance

Chart 5 - Analyst Insight for Discounters

Discount Market'S Bold Expansion into Athens

Chart 6 - Discount Market Expands into Athens

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Discounters

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Discounters

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Greece - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retailers Drive Growth through Private Label Investment

Ab Vassilopoulos Leverages Constant Promotions to Capture Value-Driven Shoppers

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters Attract Price-Driven Shoppers with Frequent Promotions
Retail E-Commerce Accelerates as Omnichannel Expectations Rise
Hypermarkets and Variety Stores Expand by Meeting Demand for Convenience
Chart 18 - Forecast Value Sales 2020-2030
Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 20 - Analyst Insight for Retail
Sklavenitis Strengthens Lead as Mergers Reshape Competition
Chart 21 - Olive Oil Vending
Vending and Urban Formats Drive Innovation
Chart 22 - Ikea Opens Small Local Stores
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Chart 25 - Standard Opening Hours by Channel Type 2025
Seasonality

ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail
Chart 27 - Real Gdp Growth 2020-2030
Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail
Chart 30 - Population 2020-2030
Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-greece/report.