



Euromonitor  
International

# Cafés/Bars in Greece

March 2026

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Greek cafés/bars face rising coffee costs, fierce competition, and shift to takeaway in 2025

### INDUSTRY PERFORMANCE

Coffee price hikes squeeze margins and reduce transaction volumes

Independent coffee specialists lead growth despite fierce competition

Delivery and takeaway surge as eat-in declines under tax hikes

### WHAT'S NEXT?

Optimistic growth forecast for Greek café/bar sales amid evolving consumer preferences

Delivery and takeaway to dominate as sit-in spaces shrink further

Cold brew, bubble tea and tap rooms will lead innovation

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Coffee Island and Mikel Cafe SA lead the café/bar market

Il Toto posts rapid growth through rapid outlet expansion

Independent operators dominate despite chains gaining ground in coffee

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### EXECUTIVE SUMMARY

Inflation spurs shift to delivery and limited-service dining in Greek foodservice in 2025

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Inflation pressures continue to weigh on foodservice performance

Rise of home delivery and takeaway is reshaping innovation and competition

Loyalty programmes gain traction among chained and independent operators

### WHAT'S NEXT?

Innovation to focus on limited-service restaurants for growth

Vegan and vegetarian demand will expand plant-based menus

Sustainability to become a competitive advantage for operators

## COMPETITIVE LANDSCAPE

Independent operators dominate Greek foodservice

Il Toto posts fastest growth through outlet expansion

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