



Euromonitor
International

Consumer Foodservice in Greece

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EXECUTIVE SUMMARY

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

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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

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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

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Independent operators dominate Greek foodservice

Il Toto posts fastest growth through outlet expansion

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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

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Delivery partnerships with aggregators sustain revenue amid shrinking footfall

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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Eat-in will remain dominant as delivery potential is limited

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Travel and lodging lead Greek foodservice growth as standalone and leisure segments decline in 2025

INDUSTRY PERFORMANCE

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Standalone outlets decline as consumers cut back on spending
Retail and leisure locations suffer from shrinking footfall and lower spend

WHAT'S NEXT?

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