



Euromonitor  
International

# Full-Service Restaurants in Greece

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## Full-Service Restaurants in Greece - Category analysis

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#### 2025 DEVELOPMENTS

Full-service restaurants in Greece face declining sales but see growth through chains and delivery partnerships

### INDUSTRY PERFORMANCE

Full-service restaurants lose value as dining out declines

Chained European and Asian formats drive growth through new openings

Delivery partnerships with aggregators sustain revenue amid shrinking footfall

### WHAT'S NEXT?

Modest recovery expected as menu price hikes boost value, though growth will remain negative

Delivery share set to rise while takeaway faces pressure

Sustainability to emerge as a premiumisation strategy in full-service dining

### COMPETITIVE LANDSCAPE

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

### KEY DATA FINDINGS

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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?

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Vegan and vegetarian demand will expand plant-based menus

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Independent operators dominate Greek foodservice

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