



**Euromonitor
International**

Coffee in Greece

December 2025

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Coffee in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Prices continue to move upwards

INDUSTRY PERFORMANCE

Price increases drive value growth

Fresh coffee beans expanding, though penetration is low

WHAT'S NEXT?

Prices likely to remain high

Limited consumer interest in quick delivery

Growing demand for decaf, but penetration remains low

COMPETITIVE LANDSCAPE

Nestlé leads with a broad portfolio

Private label offer expanding

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Supermarkets dominate, but coffee benefits from diverse distribution

Retail e-commerce and discounters gaining share

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Hot drinks hit by price increases

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Rising costs driving up prices

Weather plays a key role

WHAT'S NEXT?

Affordability will remain key

Health and wellness to exert a strong influence, albeit tempered by price increases

Adapting to hotter weather

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