



Rice, Pasta and Noodles in Greece

November 2025

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2025 DEVELOPMENTS

Convenience and health drive growth in rice, pasta and noodles in 2025

INDUSTRY PERFORMANCE

Health focused innovation shapes developments in rice, pasta and noodles

Instant noodles drive convenience-led growth in rice, pasta and noodles

WHAT'S NEXT?

Rice, pasta and noodles is set to remain central to Greek diets amid health trends

Convenience, retail e-commerce, and sustainability will shape rice, pasta and noodles

Noodles will continue to gain traction as Greek consumers embrace new cuisines

COMPETITIVE LANDSCAPE

Barilla Hellas maintains its leadership through strong brand equity and premium positioning

Choreka SA drives momentum with unique formats and functional innovation

CHANNELS

Supermarkets strengthen its lead in rice, pasta and noodles distribution

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Staple Foods in Greece - Industry Overview

EXECUTIVE SUMMARY

Convenience, health and sustainability drive steady growth in staple foods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Demand for convenience and shelf stable options drive growth in staple foods

Rising operational costs influence consumer food choices in Greece

Health, nutrition and functional claims drive consumer choices in 2025

WHAT'S NEXT?

Steady growth is predicted for staple foods, driven by convenience and longer shelf life

Sustainability is expected to grow in importance across the forecast period

There is set to be a rising demand for healthier and functional food options

COMPETITIVE LANDSCAPE

Competitive pricing and high-quality private label allows Lidl Hellas & Co EE to retain its lead

Growing visibility and diversification strengthens Fytro SA's presence

CHANNELS

Food/drinks/ tobacco specialists faces challenges amid rising costs and supermarket competition

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