



Euromonitor
International

Butter and Spreads in Greece

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Butter benefits from natural image
Upfield Hellas retains lead despite share loss
Habit, convenience, product range and price support strength of supermarkets

PROSPECTS AND OPPORTUNITIES

Falling volumes
Health and wellness to shape category development
Scope for players combine tradition with innovative flavours

CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2020-2025
Table 2 - Sales of Butter and Spreads by Category: Value 2020-2025
Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025
Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Butter and Spreads: % Value 2021-2025
Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025
Table 7 - Distribution of Butter and Spreads by Format: % Value 2020-2025
Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030
Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030
Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030
Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Greece - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
Table 16 - Penetration of Private Label by Category: % Value 2020-2025
Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/butter-and-spreads-in-greece/report.