



Processed Fruit and Vegetables in Greece

November 2025

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Processed Fruit and Vegetables in Greece - Category analysis

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2025 DEVELOPMENTS

Convenience and frozen innovation drive growth for processed fruit and vegetables

INDUSTRY PERFORMANCE

Convenience and long shelf life drive growth in processed fruit and vegetables in 2025

Frozen processed fruit and vegetables lead growth as convenience and nutrition drive demand

WHAT'S NEXT?

Steady growth is expected as convenience and versatility are set to strengthen demand

Health perceptions and year-round availability is expected to support demand for frozen produce

Sustainability will remain an emerging trend, that gains gradual momentum

COMPETITIVE LANDSCAPE

Barba Stathis SA strengthens its leadership through brand trust and strategic investment

Kyknos Greek Canning Co SA drives strong growth through brand heritage and category expansion

CHANNELS

Supermarkets reinforces its lead through variety, value and private label strength

Retail e-commerce gains momentum as convenience becomes a priority

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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

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