



Cooking Ingredients and Meals in Greece

November 2025

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Cooking Ingredients and Meals in Greece

EXECUTIVE SUMMARY

Health consciousness shaping demand but cost concerns rise

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience, flexibility and time-saving solutions underpin growth

Wellness and quality cues reinforce purchasing decisions

WHAT'S NEXT?

Continued expansion underpinned by innovation and household routines

Health and wellness trends to shape future formulation

Digital retail channels to accelerate convenience culture

COMPETITIVE LANDSCAPE

Minerva SA leads through heritage, quality and diversification

Afoi Karageorgiou AEVE expands presence through innovation and investment

Private label deepens penetration across key categories

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Supermarkets remain the cornerstone of category sales

E-commerce and digital grocery platforms accelerate fastest

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High prices hinder olive oil

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Corn oil leads as affordability and familiarity drive choice

WHAT'S NEXT?

Gradual recovery and sustained cultural relevance

Health and wellness: authenticity and provenance remain the gold standard

Sustainability and digital transformation reshape production and visibility

COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

Convenience and health demands drive sales

INDUSTRY PERFORMANCE

Convenience and frozen solutions sustain strong momentum

Prepared salads and modern refrigeration redefine category perception

WHAT'S NEXT?

Continued growth supported by modern lifestyles and retailer innovation

Health and wellness: clean labels and plant-forward innovation

Digital commerce and meal kits open new convenience channels

COMPETITIVE LANDSCAPE

Barba Stathis SA sustains leadership through trust and innovation

Afoi Karageorgiou AEVE strengthens position through new launches and capacity expansion

Private label consolidates share through affordability and variety

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Traditional demand and innovation alike benefit sales

INDUSTRY PERFORMANCE

Everyday convenience and culinary heritage sustain growth

Pasta sauces lead growth through convenience and versatility

WHAT'S NEXT?

Authenticity, convenience and flavour innovation to shape the future

Health and wellness: clean ingredients and local provenance gain ground

Digital transformation and sustainability elevate category engagement

COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Traditional staples meet modern wellness preferences
Nut and seed-based spreads drive innovation and volume

WHAT'S NEXT?

Balanced growth led by honey and natural nut spreads
Health and wellness: clean labels and naturally sweet innovation
Product innovation and sustainable sourcing set future direction

COMPETITIVE LANDSCAPE

Mondelez Hellas SA sustains leadership through brand heritage
Healthy Habits SA drives growth through clean, modern positioning
Artisanal and organic producers diversify consumer choice

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