Euromonitor International

Consumer Foodservice By Location in Greece

March 2026

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Consumer Foodservice By Location in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Travel and lodging lead Greek foodservice growth as standalone and leisure segments decline in 2025

INDUSTRY PERFORMANCE

Travel and lodging lead growth among non-standalone locations
Standalone outlets decline as consumers cut back on spending
Retail and leisure locations suffer from shrinking footfall and lower spend

WHAT'S NEXT?

Travel and lodging set to remain the most dynamic non-standalone locations
Standalone outlets expected to recover as prices drive value growth
Demographics and mobility trends to reshape foodservice demand across locations

COMPETITIVE LANDSCAPE

Vivartia leads non-standalone locations with strong multi-brand presence
Vivartia leads standalone locations with diverse portfolio and acquisitions

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Consumer Foodservice in Greece - Industry Overview

EXECUTIVE SUMMARY

Inflation spurs shift to delivery and limited-service dining in Greek foodservice in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflation pressures continue to weigh on foodservice performance
Rise of home delivery and takeaway is reshaping innovation and competition

Loyalty programmes gain traction among chained and independent operators

WHAT'S NEXT?

Innovation to focus on limited-service restaurants for growth
Vegan and vegetarian demand will expand plant-based menus
Sustainability to become a competitive advantage for operators

COMPETITIVE LANDSCAPE

Independent operators dominate Greek foodservice
Il Toto posts fastest growth through outlet expansion
Chains invest heavily to capture shrinking consumer spending

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Intensifying pressure on independents amidst rising chain investment
Emerging trends in burger and ice cream limited-service restaurants reflect innovation and investment

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-foodservice-by-location-in-

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