Euromonitor International

Baby Food in Greece

October 2026

Table of Contents

Baby Food in Greece - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Baby Food Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Baby Food

INDUSTRY PERFORMANCE

Premiumisation Lifts Value as Parents Become More Health-Conscious

Milk Formula Sustains Lead While Dried Baby Food Accelerates with Innovation

Chart 2 - New Delta Advance Yoghurt with Veggies

Delta Advance Taps Wellness Demand to Diversify Taste and Drive Premium Uptake

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Parents to Drive Demand for Ready-To-Consume and Functionally Enriched Foods

Chart 5 - Analyst Insight for Baby Food

Milk Formula to Maintain Dominance as Dried Baby Food Accelerates through Innovation

Brand Innovation in Age Targeting and Clean Labels to Unlock Premium Potential

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Frieslandcampina Hellas Leverages Brand Range to Sustain Leadership

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Pharmacies Sustain Top Position as Parents Seek Expert Guidance

Online Pharmacies Accelerate as Bulk and Niche Purchases Shift Online

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Chart 11 - New Noulac Liquid for 6+ Months

Format and Packaging Design Extend Usage beyond the Home

Functional Ingredients and Sensory Design Reshape Product Formulation

Age Segmentation and Competitive Response Redefine the Business Landscape

ECONOMIC CONTEXT

Chart 12 - Economic Context for Baby Food

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Baby Food

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

Chart 18 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Premiumisation and Innovation Drive Value Growth in Greek Dairy

Activia Expands Consumption Occasions with Functional Yoghurt Innovation

Chart 20 - Activia Fiber Mix & Go Launches in Four Flavours

Aria Goat Cheese Bar Launch Redefines Daily Wellness Snacking

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Supermarket Alliances to Expand Private Label Reach through Local Sourcing

Chart 23 - Analyst Insight for Dairy Products and Alternatives

Plant-Based Innovation to Accelerate as Functional Claims Broaden Appeal

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Dairy Landscape Remains Fragmented as Private Label Gains Ground

Hellenic Dairies Strengthen Portfolio through M&A Activity

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Supermarkets Drive Value by Expanding Private Label Choice

Online Grocery Gains Traction but Remains a Niche for Dairy

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Formulation Engineering Leans into Clean-Label and Functional Ingredients

Hybrid and Portion-Controlled Formats Reshape Product Architecture

Chart 29 - Aria Launches Cottage Cheese Bars

Functional Snacking Trend Leads to Portfolio Renewal and Private Label Pressure

ECONOMIC CONTEXT

Chart 30 - Economic Context for Dairy Products and Alternatives

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Dairy Products and Alternatives

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

Chart 36 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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/baby-food-in-greece/report.