



Euromonitor
International

Baked Goods in Greece

November 2025

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Baked Goods in Greece - Category analysis

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2025 DEVELOPMENTS

Convenience, health, and innovation drive growth in baked goods in Greece

INDUSTRY PERFORMANCE

Rising demand for convenience drives growth in packaged baked goods

Innovation and wider accessibility fuel growth in dessert pies and tarts

WHAT'S NEXT?

Convenience and product innovation is set to support growth for baked goods

Rising health awareness is expected to drive demand for functional and whole-grain baked goods

Frozen dough will remain a key growth area as major and traditional players pursue strategic expansion

COMPETITIVE LANDSCAPE

Chipita SA maintains its leading position while Karamolegos and Kris Kris remain the top selling brands

Emfi SA records strong value growth following rebranding and strategic expansion

CHANNELS

Food/drink/tobacco specialists lead, however, share is lost to other modern grocery retailers

Modern retail and retail e-commerce drive growth by offering convenience and a wide range of products

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Staple Foods in Greece - Industry Overview

EXECUTIVE SUMMARY

Convenience, health and sustainability drive steady growth in staple foods

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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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