



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Greece

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth is driven by rising demand for convenience and meat and seafood substitutes

INDUSTRY PERFORMANCE

Rising demand for substitutes and frozen products drives growth in processed meat and seafood

Meat and seafood substitutes lead value growth amid shifting consumer preferences

WHAT'S NEXT?

Moderate growth is expected to be driven by health and sustainability

Processed meat and seafood players may pivot towards ready meals options

There is set to be rising demand for meat and seafood alternatives amid constraints

COMPETITIVE LANDSCAPE

Lidl Hellas & Co EE leads due to its wide assortment at affordable price points

Greece company, MeatKA SA, emerges as the most dynamic player in 2025

CHANNELS

Supermarkets maintains its leadership through offering both branded and private label goods

Hypermarkets emerges as the most dynamic channel as consumers seek variety, convenience and value

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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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

CHANNELS

Food/drinks/ tobacco specialists faces challenges amid rising costs and supermarket competition
Hypermarkets and retail e-commerce drive growth as consumers appreciate affordable price points

MARKET DATA

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