

# Supermarkets in Greece

February 2025

**Table of Contents** 

## Supermarkets in Greece - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Supermarkets channel falls between hypermarkets and convenience stores

Increasing consolidation

Investment in e-commerce

## PROSPECTS AND OPPORTUNITIES

Further acquisitions of small chains expected

Supermarkets to face increasing competition

Growing emphasis on sustainability and local products

#### CHANNEL DATA

Table 1 - Supermarkets: Value Sales, Outlets and Selling Space 2019-2024

Table 2 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 3 - Supermarkets GBO Company Shares: % Value 2020-2024

Table 4 - Supermarkets GBN Brand Shares: % Value 2021-2024

Table 5 - Supermarkets LBN Brand Shares: Outlets 2021-2024

Table 6 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 7 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

## Retail in Greece - Industry Overview

## **EXECUTIVE SUMMARY**

Retail in 2024: The big picture

Retail in 2024: The big picture

Consolidation via acquisition

Expansion of convenience stores

What next for retail?

## OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

St Valentine's Day

Mother's Day

## MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 10 - Sales in Retail Offline by Channel: Value 2019-2024

Table 11 - Sales in Retail Offline by Channel: % Value Growth 2019-2024

Table 12 - Retail Offline Outlets by Channel: Units 2019-2024

Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024

Table 14 - Sales in Retail E-Commerce by Product: Value 2019-2024

Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 18 - Sales in Grocery Retailers by Channel: Value 2019-2024

Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 20 - Grocery Retailers Outlets by Channel: Units 2019-2024

- Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 23 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 24 Sales in Non-Grocery Retailers by Channel: Value 2019-2024
- Table 25 Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 26 Non-Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 27 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 28 Retail GBO Company Shares: % Value 2020-2024
- Table 29 Retail GBN Brand Shares: % Value 2021-2024
- Table 30 Retail Offline GBO Company Shares: % Value 2020-2024
- Table 31 Retail Offline GBN Brand Shares: % Value 2021-2024
- Table 32 Retail Offline LBN Brand Shares: Outlets 2021-2024
- Table 33 Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 34 Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 35 Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 36 Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 37 Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 38 Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 39 Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 40 Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
- Table 42 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
- Table 43 Forecast Sales in Retail Offline by Channel: Value 2024-2029
- Table 44 Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
- Table 45 Forecast Retail Offline Outlets by Channel: Units 2024-2029
- Table 46 Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
- Table 47 Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
- Table 48 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
- Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 50 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 51 Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
- Table 52 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 53 Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 54 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
- Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 56 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 57 Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
- Table 58 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 59 Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 60 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

## DISCLAIMER

# SOURCES

Summary 2 - Research Sources

# 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/supermarkets-in-greece/report.