



# Small Local Grocers in Greece

February 2025

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## Small Local Grocers in Greece - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Conditions becoming more favourable for small local grocers  
Consumers increasingly look for cashless payment options  
Small local grocers look to build online presence

#### PROSPECTS AND OPPORTUNITIES

Location will be key  
Focus on quality and a distinctive offer  
Demand for convenience offers opportunities

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