

# Food and Grocery Retail in Greece - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Food & Grocery Retail in Greece industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The food & grocery retail market includes the retail sales of all food products, both packaged and unpackaged, as well as beverages (including retail sales of all alcoholic and non-alcoholic beverages), tobacco, and household products. All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Greek food & grocery retail market had total revenues of \$35.0bn in 2020, representing a compound annual growth rate (CAGR) of 2% between 2016 and 2020.

The food segment was the market's most lucrative in 2020, with total revenues

of \$26.5bn, equivalent to 75.8% of the market's overall value.

The value of the Greek food and groceries market grew by 4.2% in 2020, as a result of the COVID-19 pandemic, with increased demand driven by precautionary buying and a spending shift from foodservice channels.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the food & grocery retail market in Greece

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the food & grocery retail market in Greece

Leading company profiles reveal details of key food & grocery retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Greece food & grocery retail market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Greece food & grocery retail market by value in 2020?

What will be the size of the Greece food & grocery retail market in 2025?

What factors are affecting the strength of competition in the Greece food & grocery retail market?

How has the market performed over the last five years?

Who are the top competitors in Greece's food & grocery retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players in the market?
- 7.2. What are the strategies and strengths of leading players?
- 7.3. What are the pricing strategies in the market?

## **8 COMPANY PROFILES**

- 8.1. Schwarz Beteiligungs GmbH
- 8.2. Koninklijke Ahold Delhaize NV

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## **12. LIST OF TABLES**

- Table 1: Greece food & grocery retail market value: \$ million, 2016-20
- Table 2: Greece food & grocery retail market category segmentation: \$ million, 2020
- Table 3: Greece food & grocery retail market geography segmentation: \$ million, 2020
- Table 4: Greece food & grocery retail market distribution: % share, by value, 2020
- Table 5: Greece food & grocery retail market value forecast: \$ million, 2020-25
- Table 6: Schwarz Beteiligungs GmbH: key facts
- Table 7: Koninklijke Ahold Delhaize NV: key facts
- Table 8: Koninklijke Ahold Delhaize NV: Annual Financial Ratios
- Table 9: Koninklijke Ahold Delhaize NV: Key Employees
- Table 10: Greece size of population (million), 2016-20
- Table 11: Greece gdp (constant 2005 prices, \$ billion), 2016-20
- Table 12: Greece gdp (current prices, \$ billion), 2016-20
- Table 13: Greece inflation, 2016-20
- Table 14: Greece consumer price index (absolute), 2016-20
- Table 15: Greece exchange rate, 2016-20

## 12. LIST OF FIGURES

Figure 1: Greece food & grocery retail market value: \$ million, 2016-20

Figure 2: Greece food & grocery retail market category segmentation: % share, by value, 2020

Figure 3: Greece food & grocery retail market geography segmentation: % share, by value, 2020

Figure 4: Greece food & grocery retail market distribution: % share, by value, 2020

Figure 5: Greece food & grocery retail market value forecast: \$ million, 2020-25

Figure 6: Forces driving competition in the food & grocery retail market in Greece, 2020

Figure 7: Drivers of buyer power in the food & grocery retail market in Greece, 2020

Figure 8: Drivers of supplier power in the food & grocery retail market in Greece, 2020

Figure 9: Factors influencing the likelihood of new entrants in the food & grocery retail market in Greece, 2020

Figure 10: Factors influencing the threat of substitutes in the food & grocery retail market in Greece, 2020

Figure 11: Drivers of degree of rivalry in the food & grocery retail market in Greece, 2020

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