

# FMCG Organized Trade

## What we saw in 2025, what to expect in 2026

Alexandros Floros  
Retailer Vertical Leader  
NIQ Greece and Bulgaria

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# NIQ

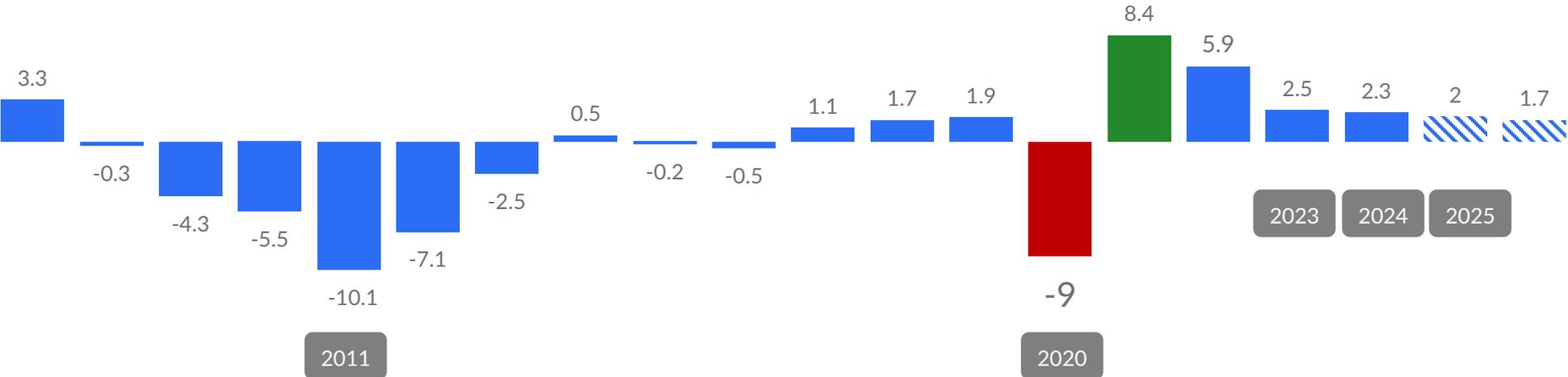


# The Context

# Progression of Greece through difficult times to recovery

Greek economy is expected to continue the robust growth in 2026 exceeding the average growth of 1,2% in Eurozone

**IMF Greek Economy Real GDP growth rates vs. Previous year (in %)**



Inflation



Consumer Confidence



Unemployment



Athens Stock Index



Building Activity



Source: IMF Global & ELSTAT

# Greeks are significantly more pessimistic than the average global consumer

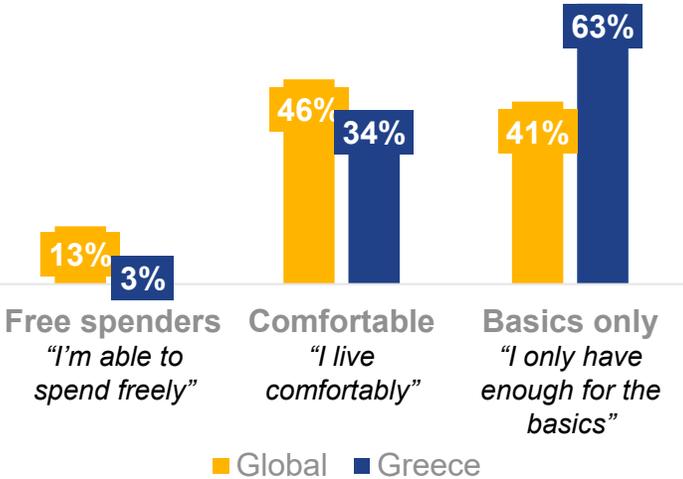
## Greeks financially worse off

*Current consumer financial position*  
% respondents, Global vs. Greece



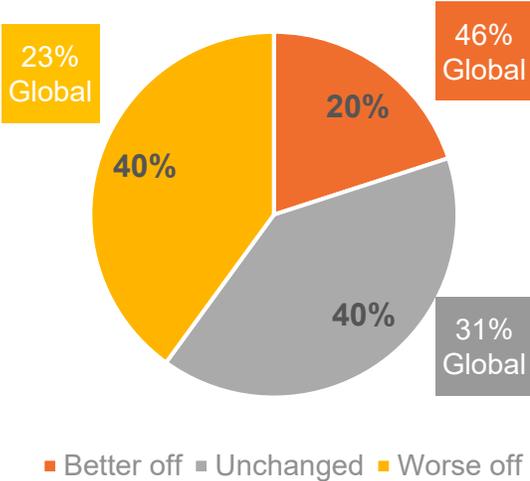
## Lower spending flexibility

*Spending mentality*  
% respondents, Global vs. Greece



## Slightly higher future confidence

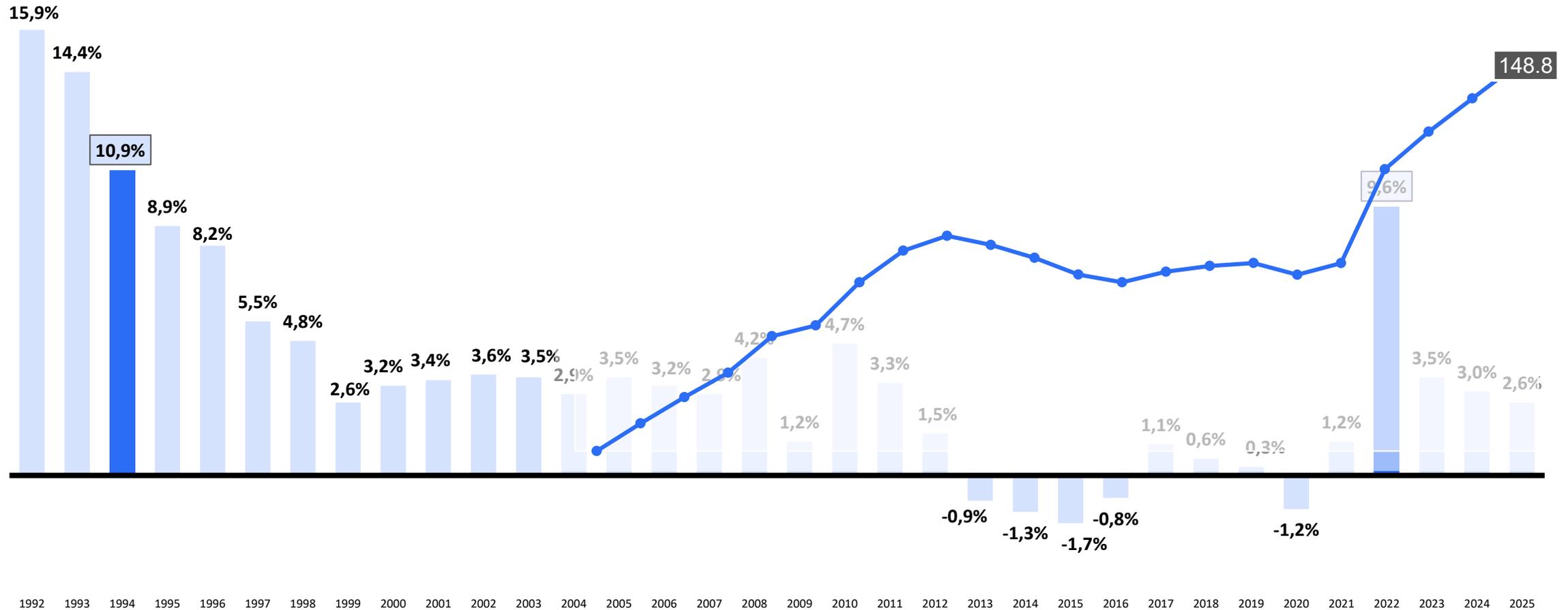
*Expected financial position by end of 2025*  
% respondents, Greece



Source: NIQ 2025 Private Label & Branded Products report global survey, 2025 NIQ Greece Consumer Outlook Greece

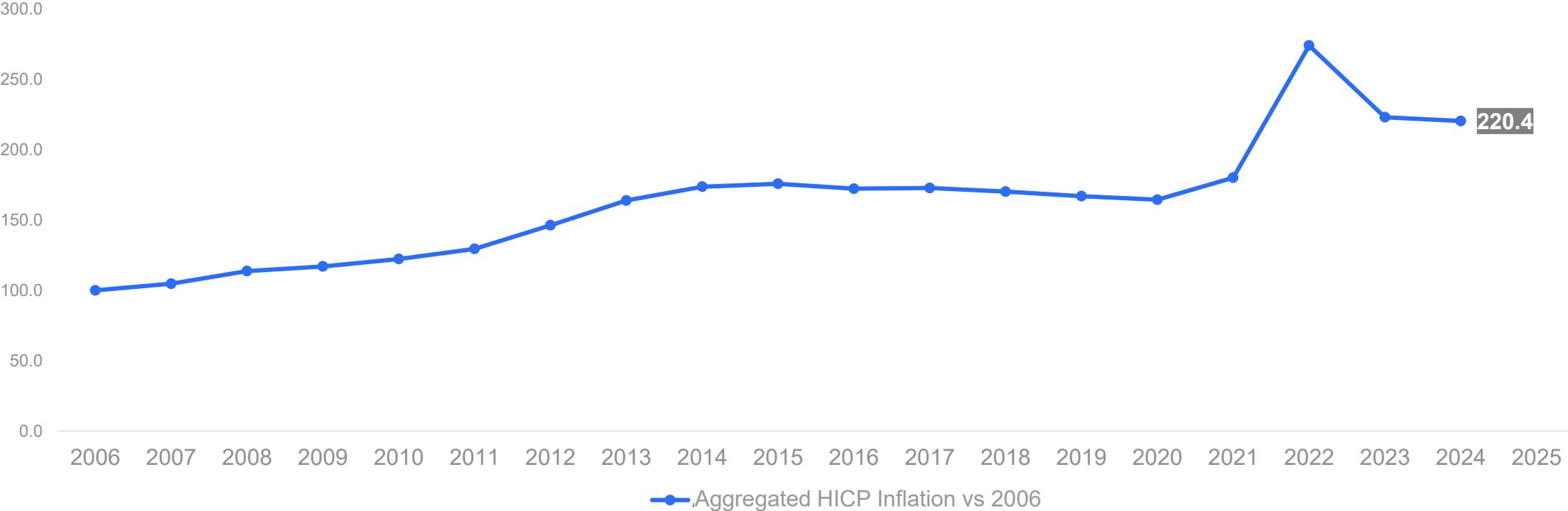
# Annual average inflation Greece - 1992 to 2025

Cumulative view 2004 to 2025 shows +48.8pps



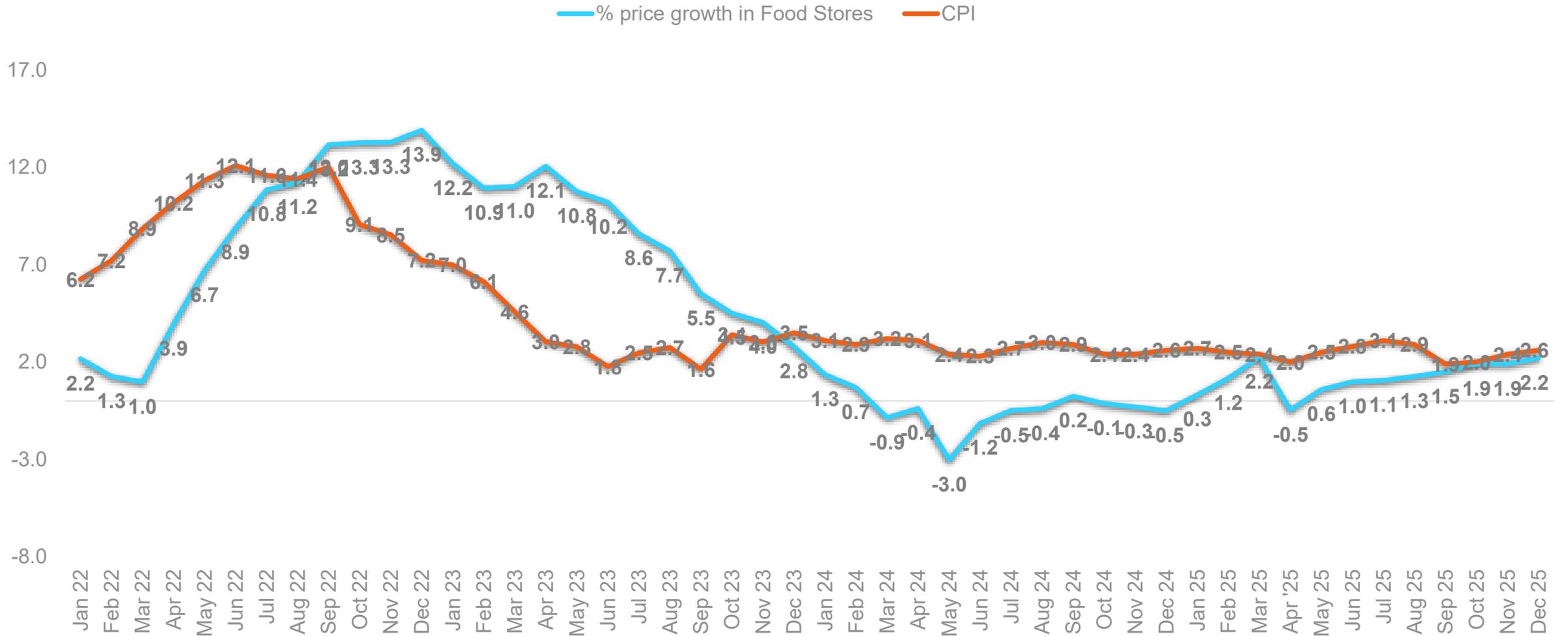
# HICP – Electricity, gas, solid fuels & heat energy cumulative inflation

## HICP – Electricity, gas, solid fuels & heat energy (ELGAS0)



Source: eurostat

# Total Market Monthly Price Growth Compared to National CPI



Source: ScanTrack Plus | Total Greece including Discounters & Islands | Reported period: Jan22-Jan26

# Market Dynamics 2025

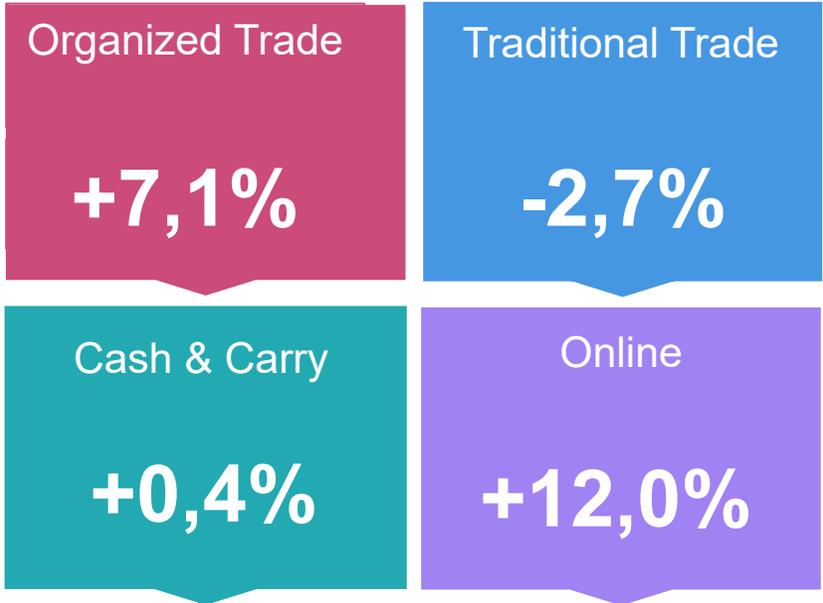
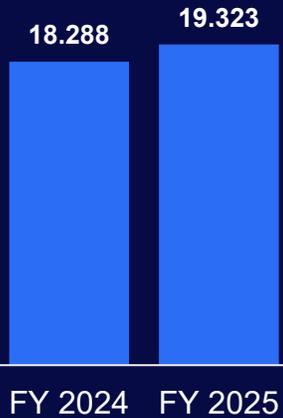
Total Basket of Categories\* - Sales Value Change % FY 2025 vs YA

Total Trade

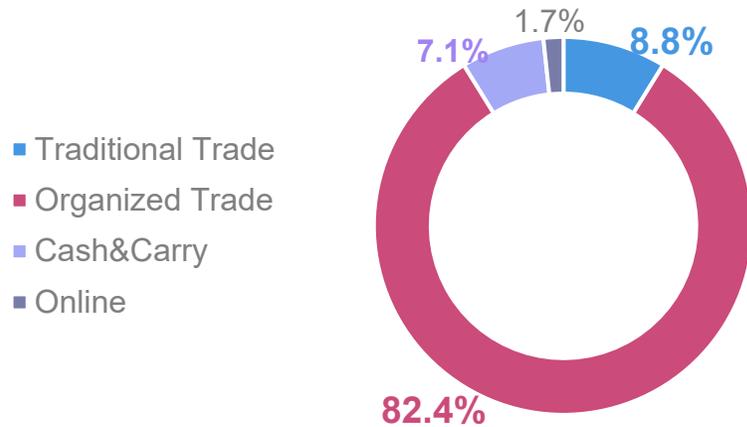


**+5,7%**

Sales Value in Mio €



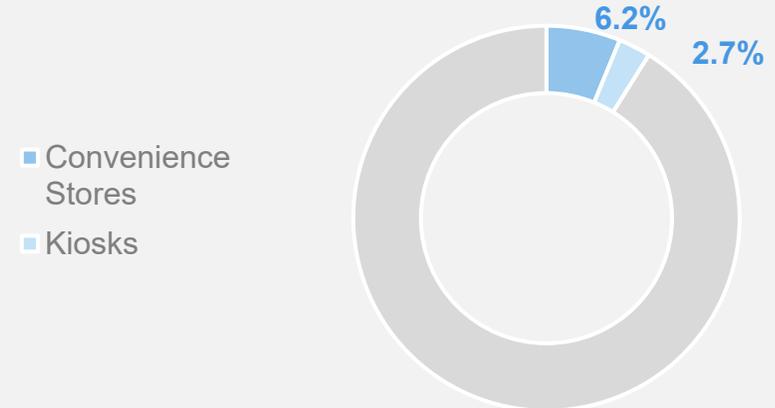
% Contribution of Value Sales



Sales Value Change % FY 2025 vs YA  
2024



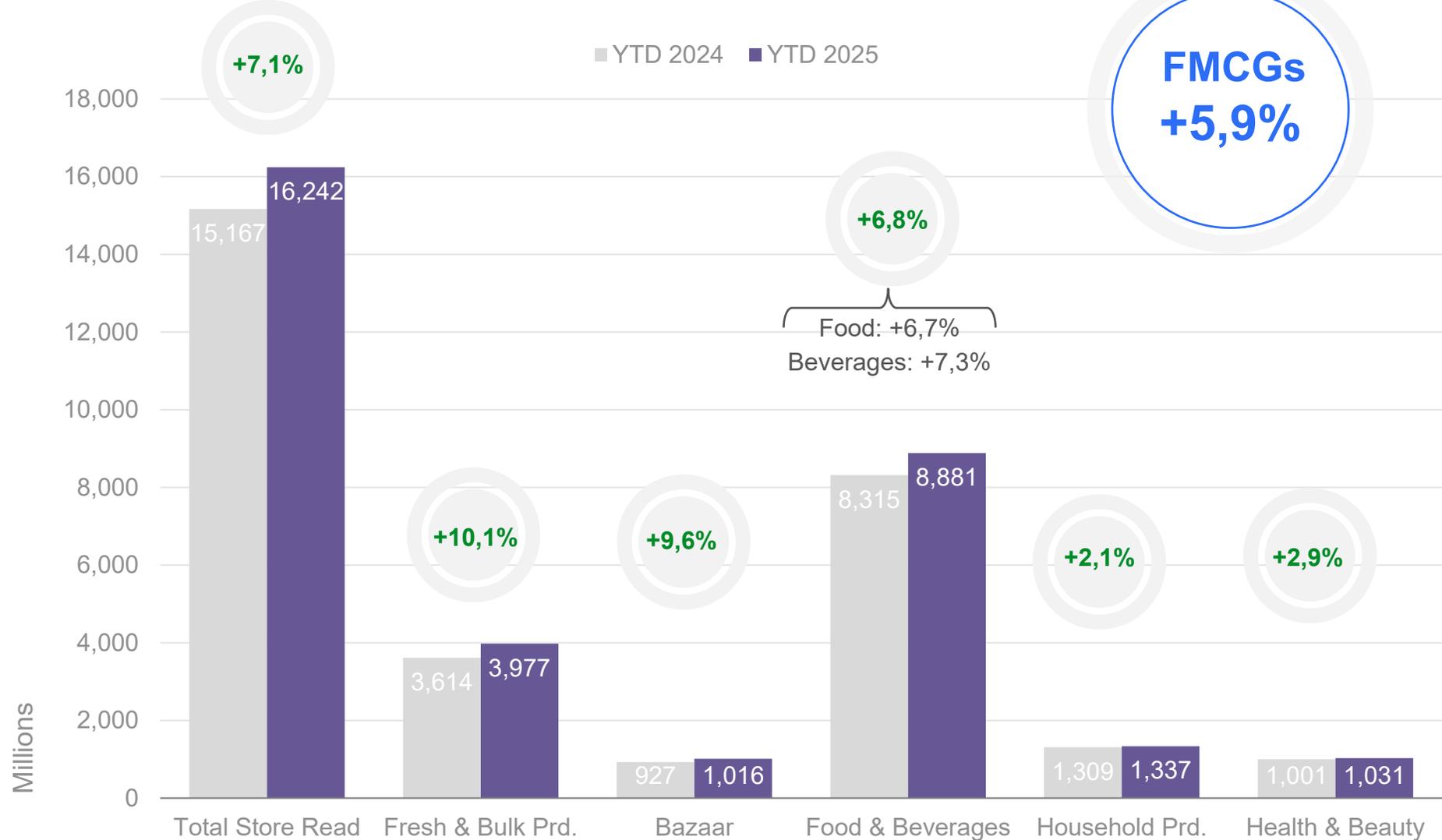
% Contribution of Value Sales



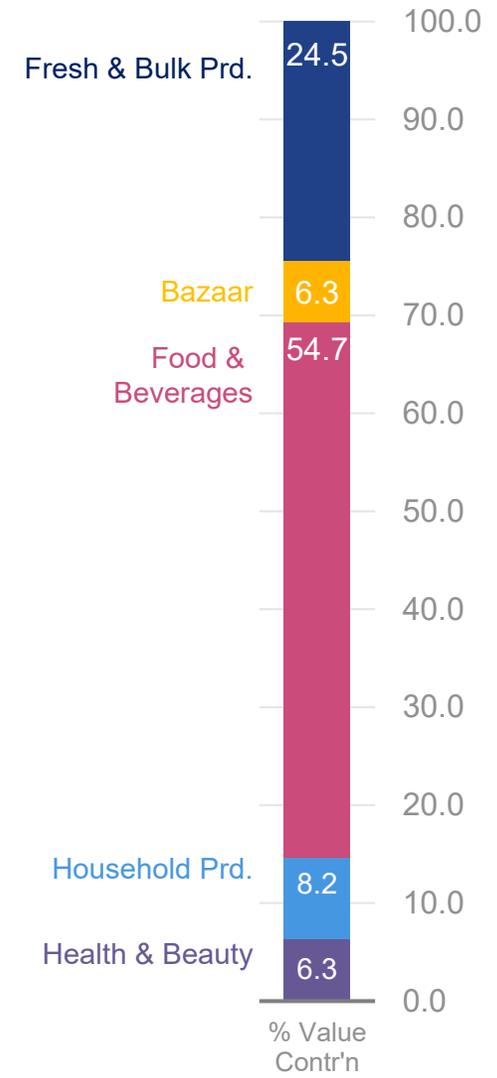
\*Source: MarketTrack & ScanTrack Plus | Reported Period: Full Year 2025

# Greek Food Organized Market evolution in Euro Sales 2025

Sales in Value (in million Euro) – Value % Change vs YA



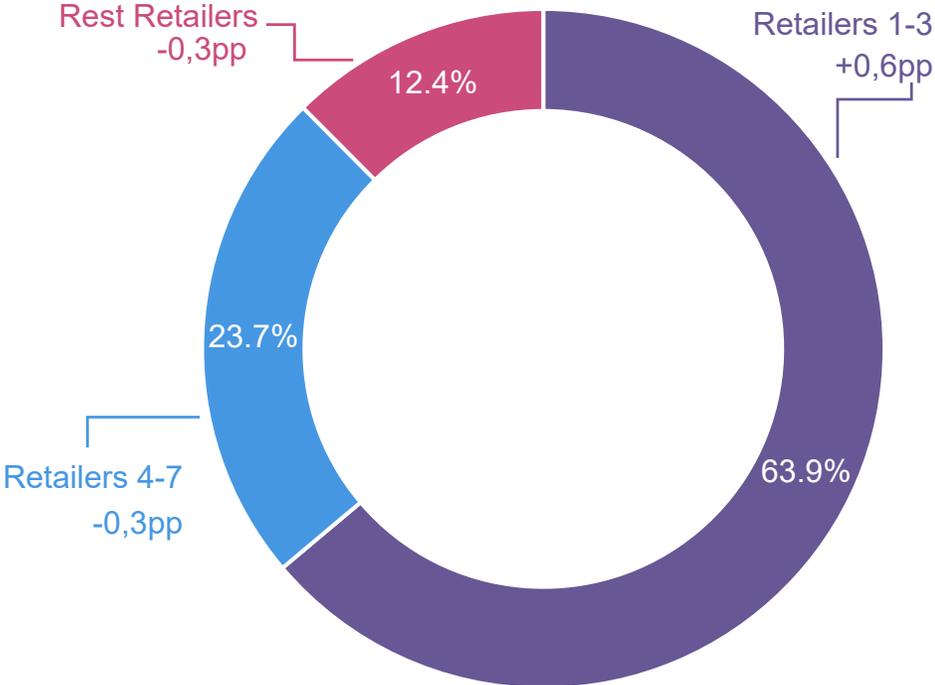
**FMCGs  
+5,9%**



Source: ScanTrack Plus | Total Greece including Islands and Discounters | Reported period: YTD 28.12.25

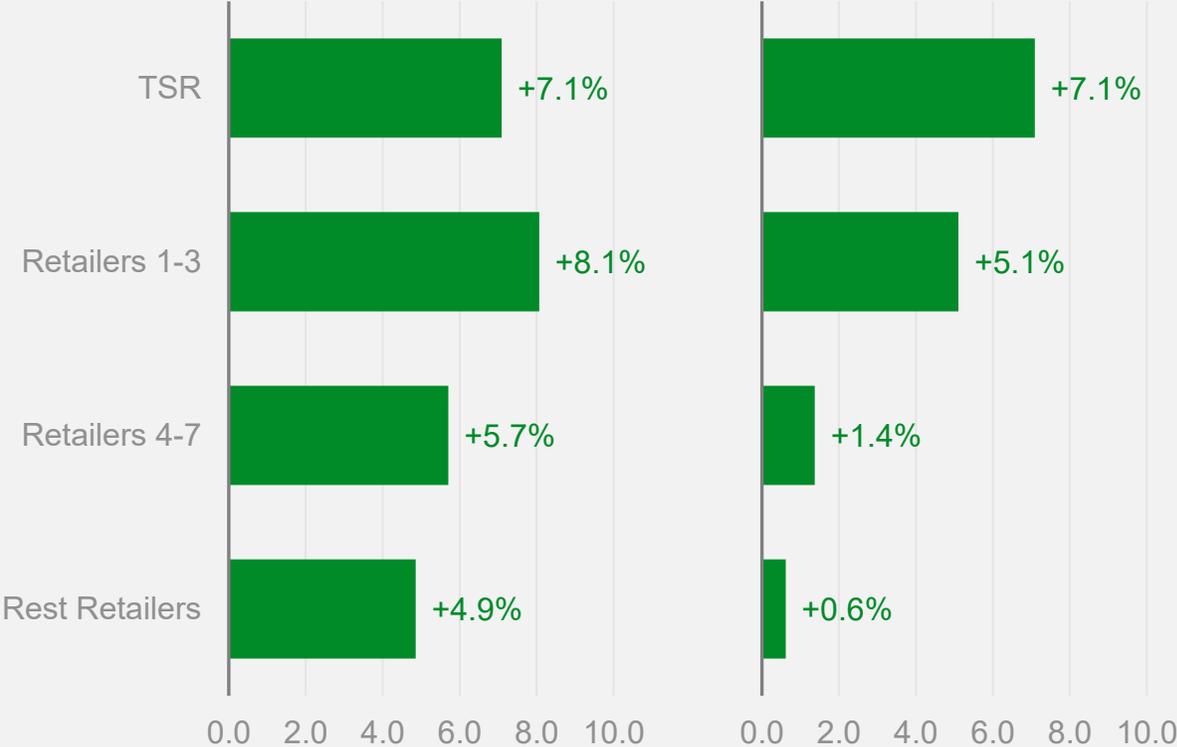
# Retailers' performance 2025

Value Contribution (in %)



Value Sales % Change vs YA

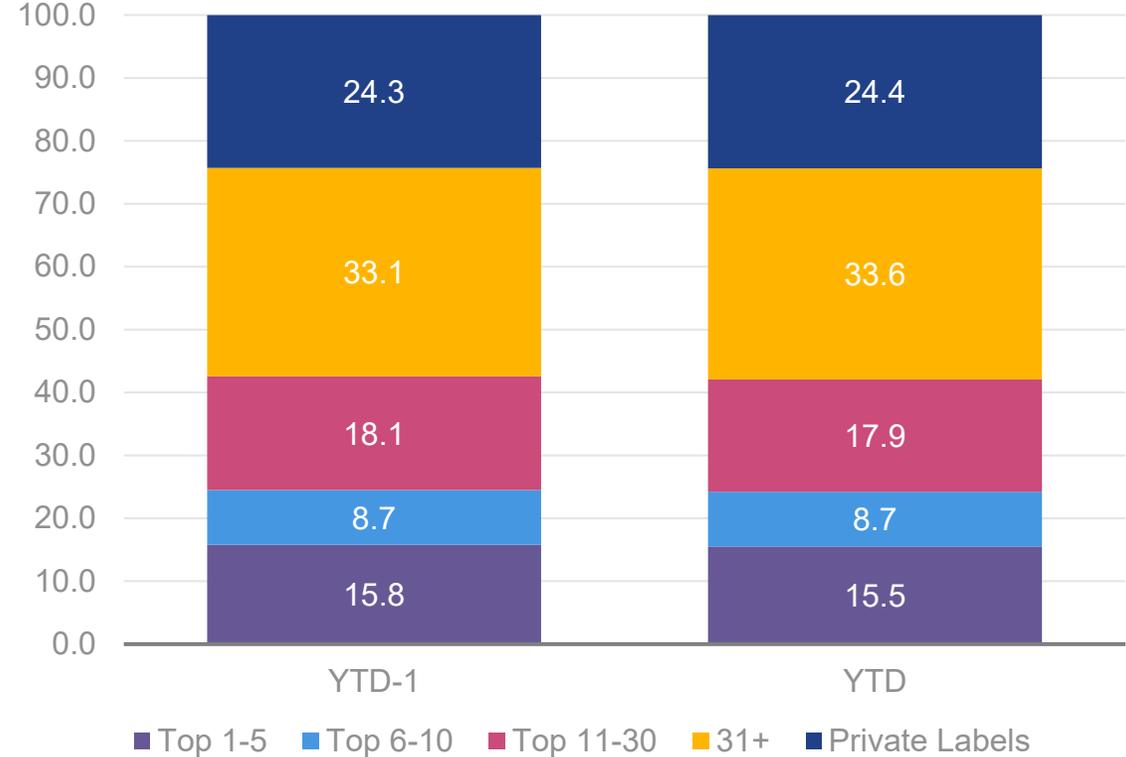
Value Trend % Decomposition



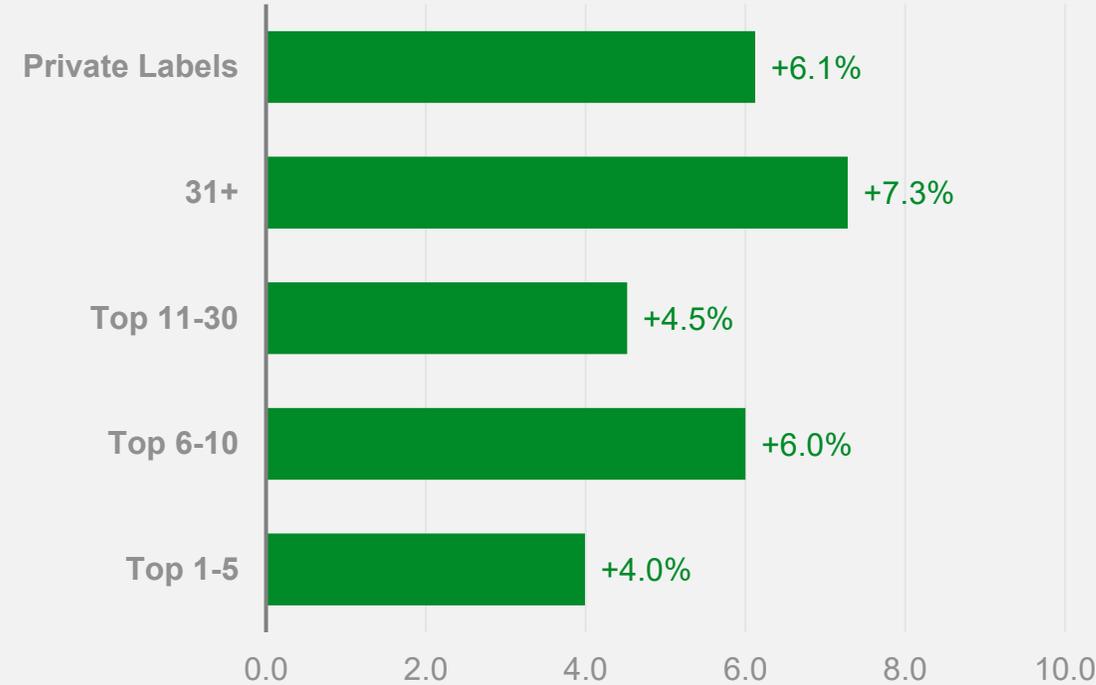
Source: ScanTrack Plus | Total Greece including Islands and Discounters | Reported period: YTD 28.12.25

# Suppliers' performance 2025

Value Contribution (in %)

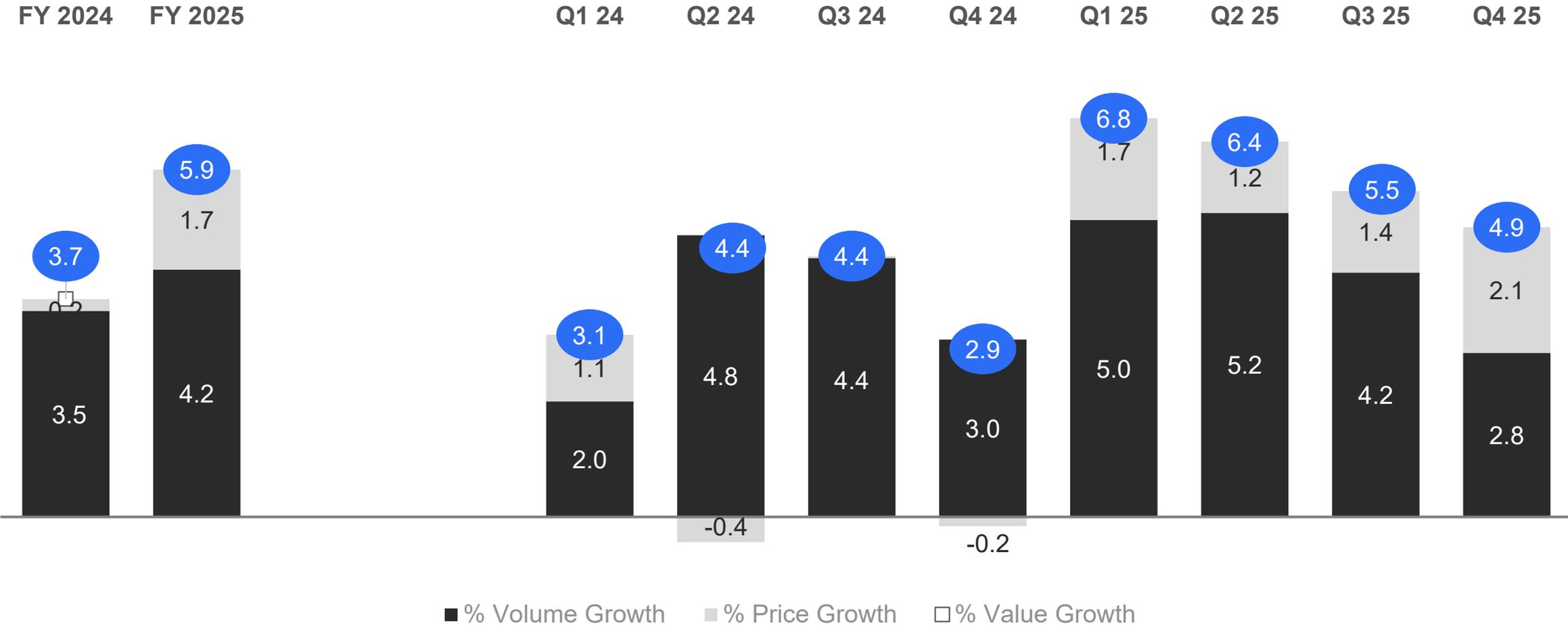


Value Sales % Change vs YA



Source: ScanTrack Plus | Total Greece including Islands and Discounters | Reported period: YTD 28.12.25

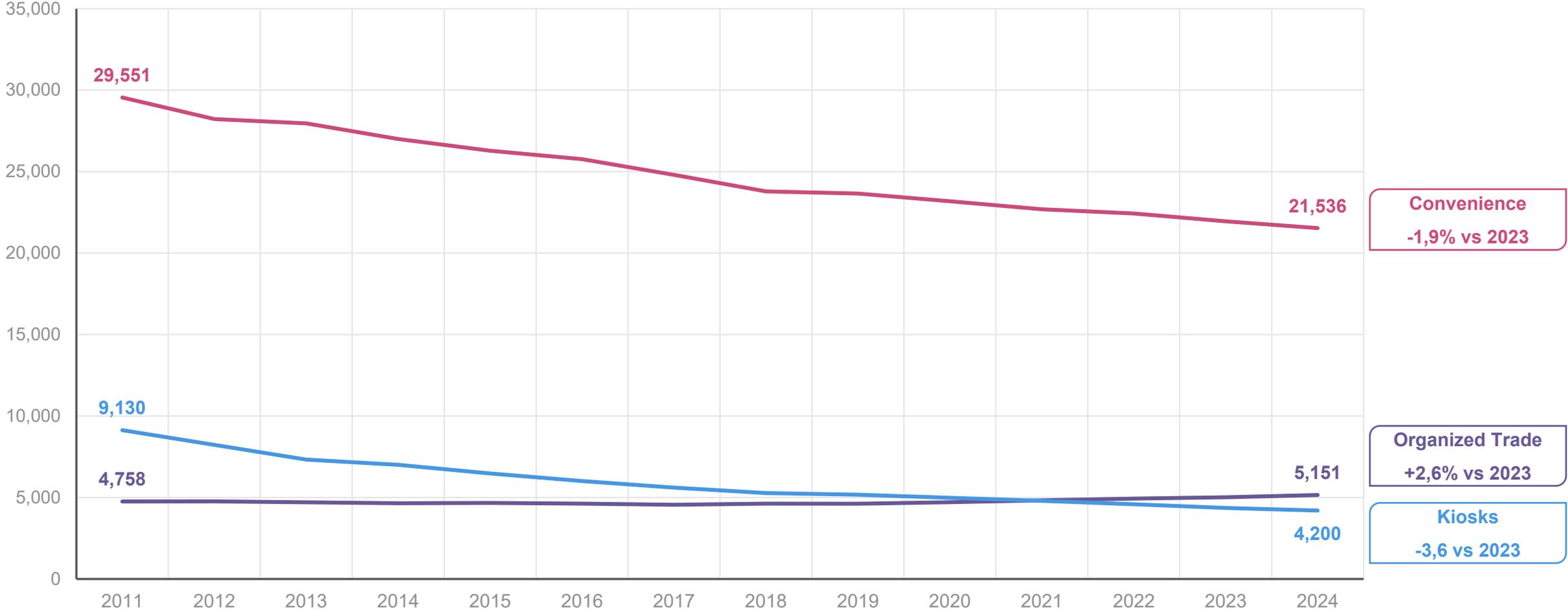
# Greece FMCGs Decomposition of Growth 2025



Source: ScanTrack Plus | Total Greece including Islands and Discounters | Reported period: Full Year 2025

# Number of Outlets by Channel

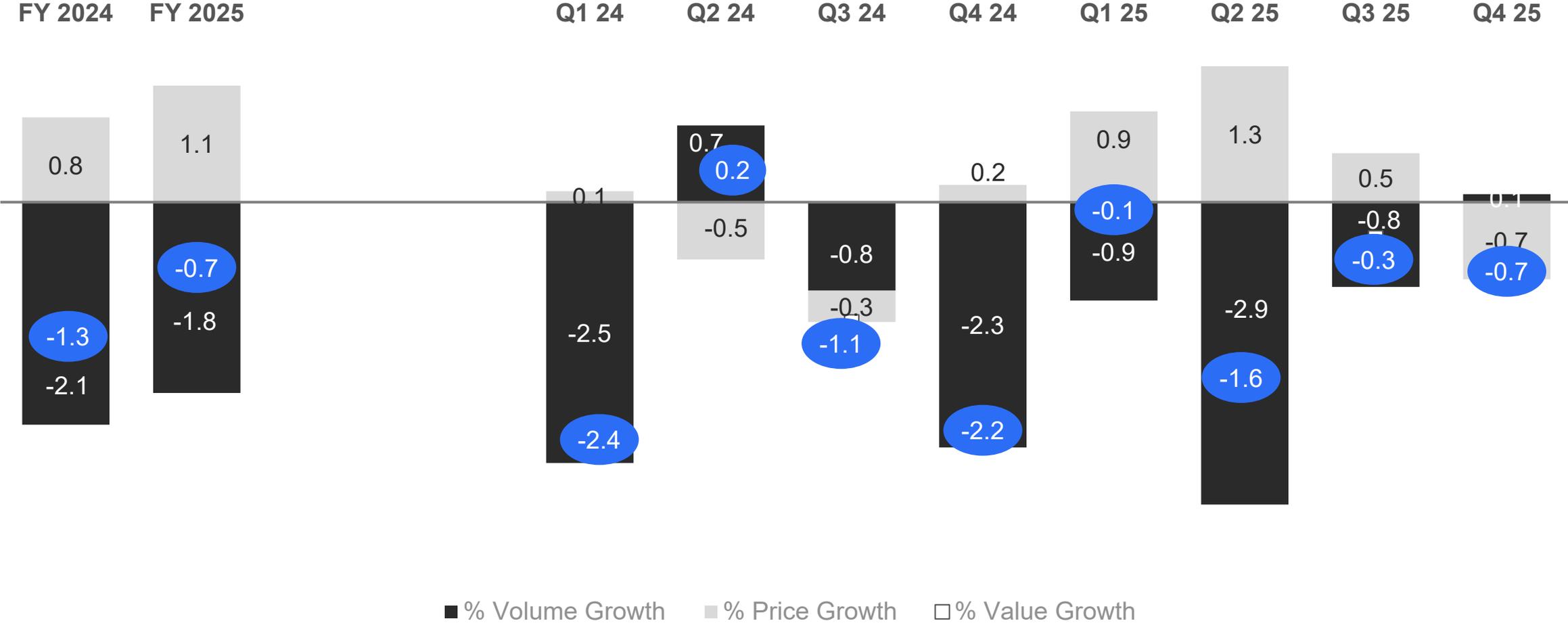
Number of Outlets



\* Universe includes only mainland stores (with Crete).

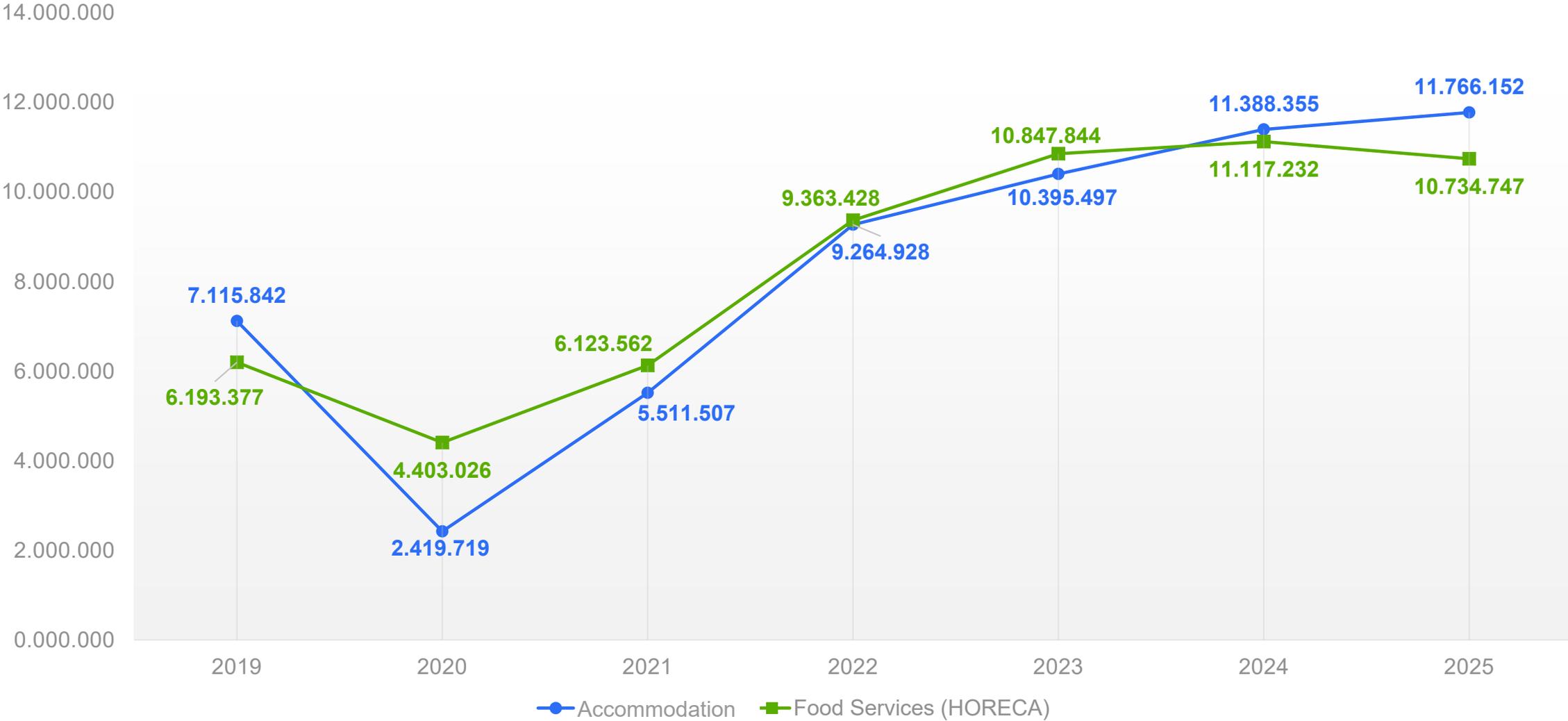
Source: NielsenIQ Retail Establishment Survey

# Greece FMCGs Decomposition of Growth in Cash & Carry Chains 2025



Source: ScanTrack Plus | Total Greece C&C Chains with Islands | Reported period: Full Year 2025

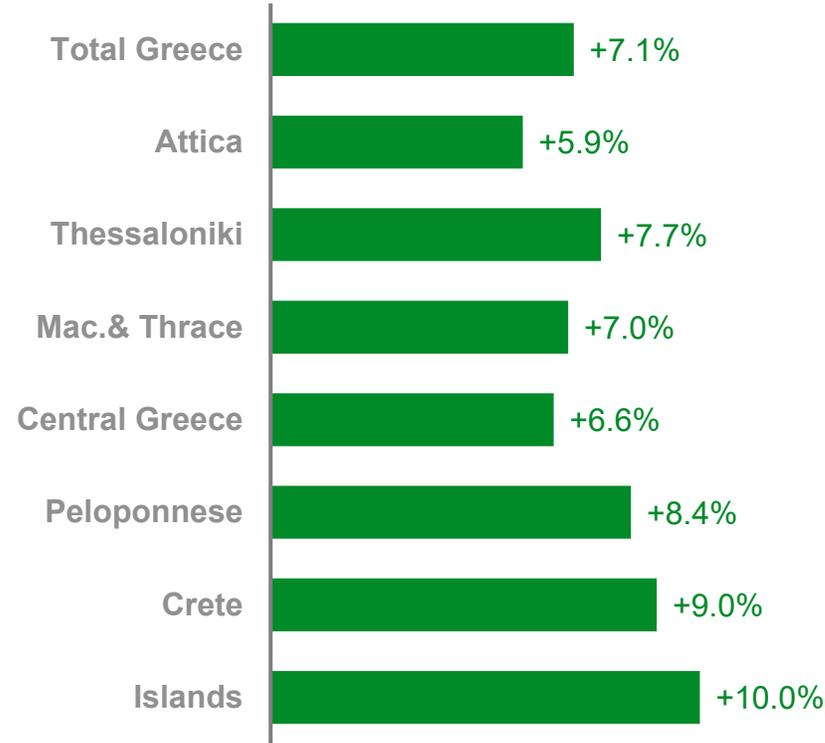
# Greece Annual Turnover Evolution in Accommodation and Food Services (in 000's euros)



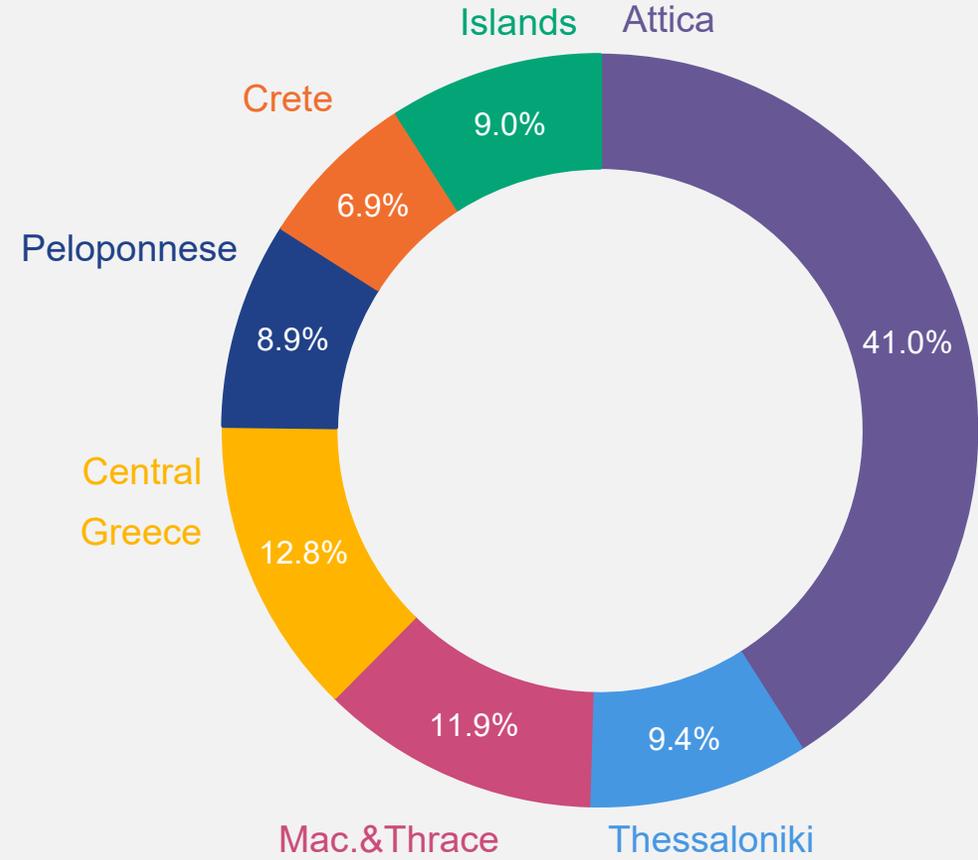
Source: Elstat

# Market evolution per region

TSR – Regions Value % Change vs YA

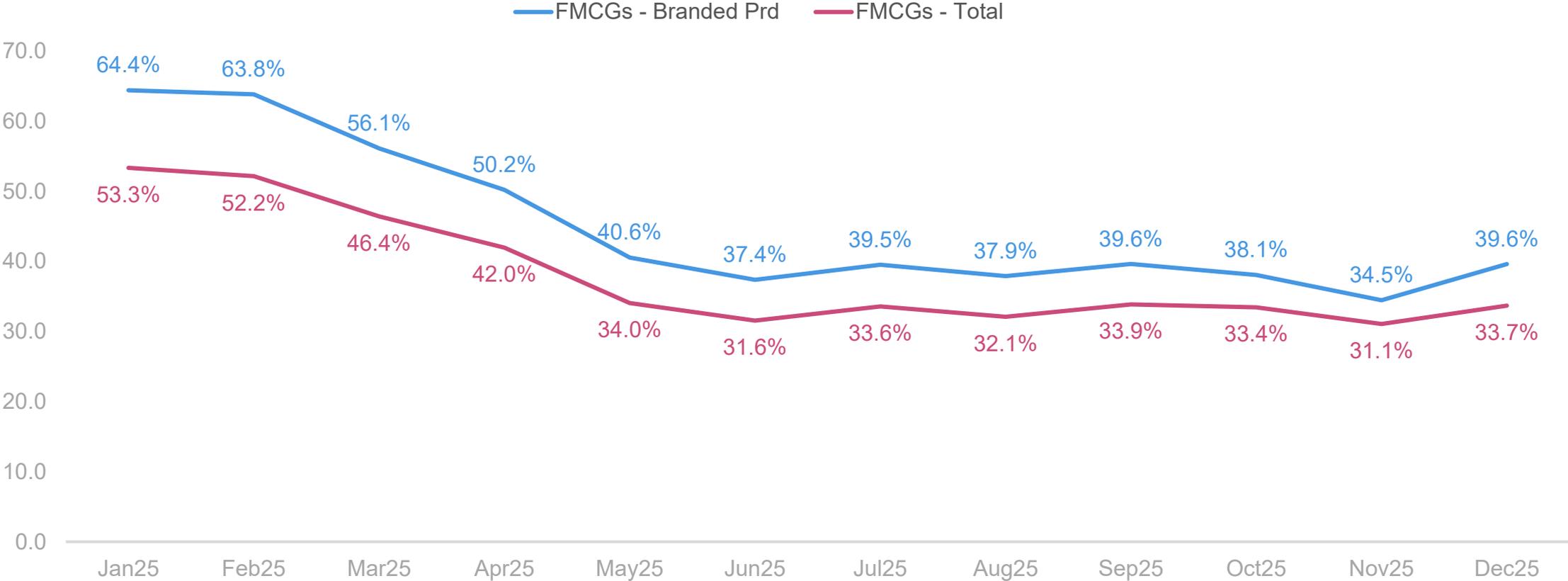


TSR – Regions Value Contribution (in %)



Source: ScanTrack Plus | Total Greece including Islands and Discounters | Reported period: YTD 28.12.25

# Monthly Promo Intensity evolution in 2025

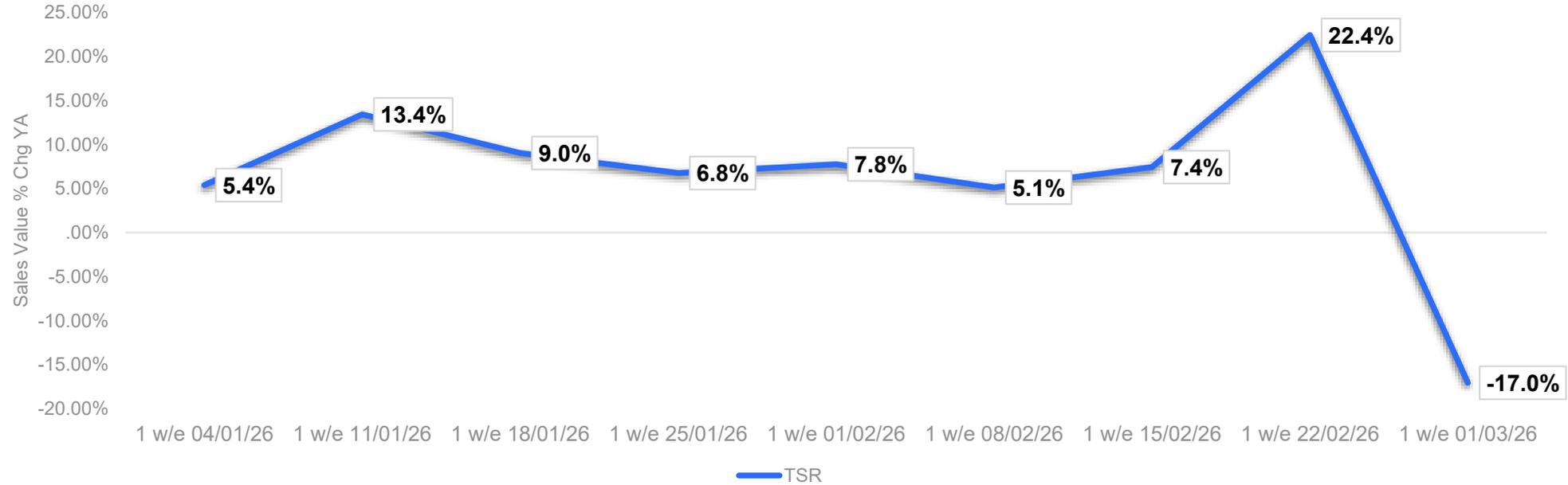


Source: ScanTrack Plus | Total Greece including Islands and Discounters | Reported period: Full Year 2025

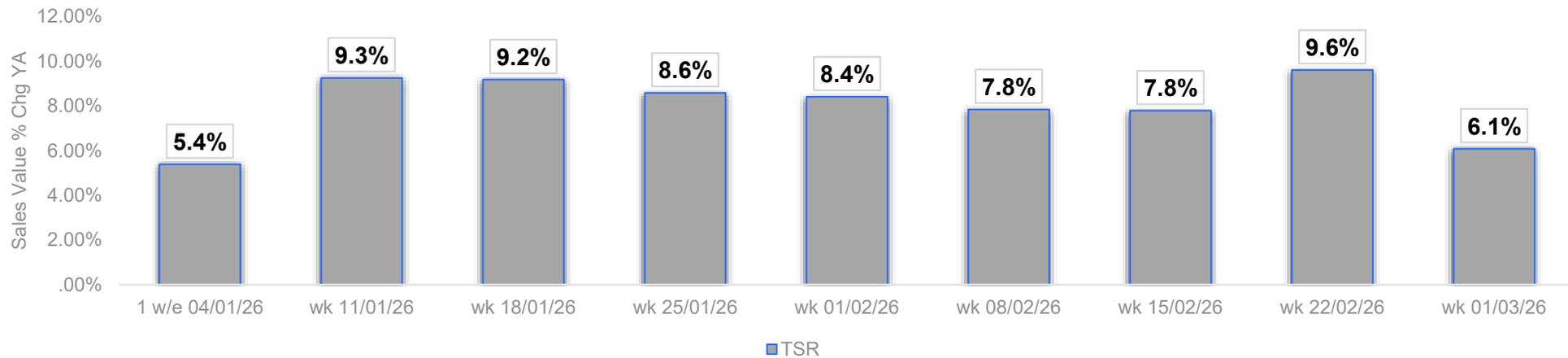
# Market Dynamics 2026

# Total Organized Trade ACV | Weekly Evolution

## WEEKLY TRENDS



## YTD TRENDS



# Greece FMCGs Decomposition of Growth

## Retail

## Cash&Carry



Source: ScanTrack Plus | Total Greece including Islands and Discounters , Total Greece C&C Chains with Islands | Reported period: YTD 01.03.26

**Thank you**

**Alexandros Floros**

[Alexandros.Floros@nielseniq.com](mailto:Alexandros.Floros@nielseniq.com)

**NIQ**