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MARKET VIEW September 2025

Trends for the Greek FMCG environment

Study ID

01 METRICS

Value and Units Sales Trends:
Super/Hyper Markets FMCG

Random Weight Value Sales Trends :
Super/Hyper Markets

02 CHANNELS

Super/Hyper Markets

(Self-service retail stores with a central check-out area and at least 2 cash registers)

03 AREAS

Greece Mainland & Crete + Islands

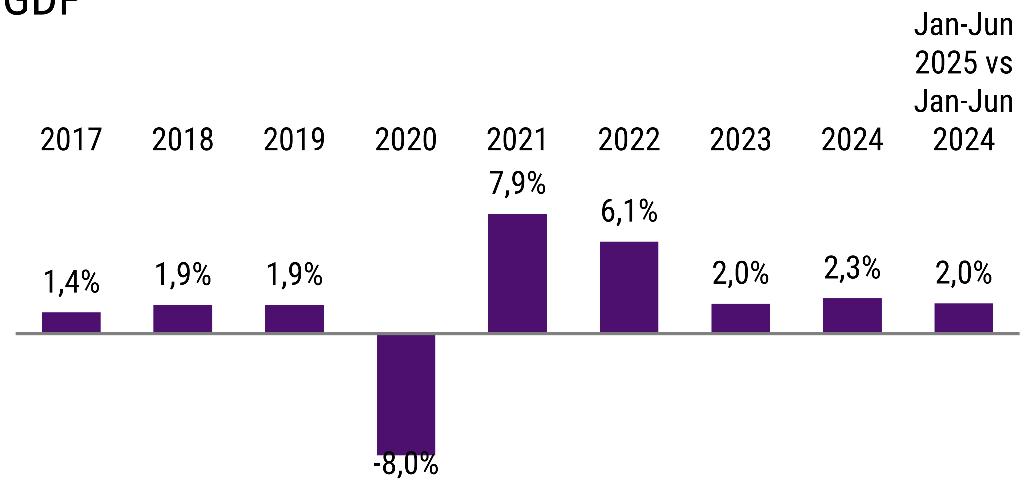
04 PERIODS

YR 2024 vs YR 2023
YTD September 2025 vs YTD September 2024

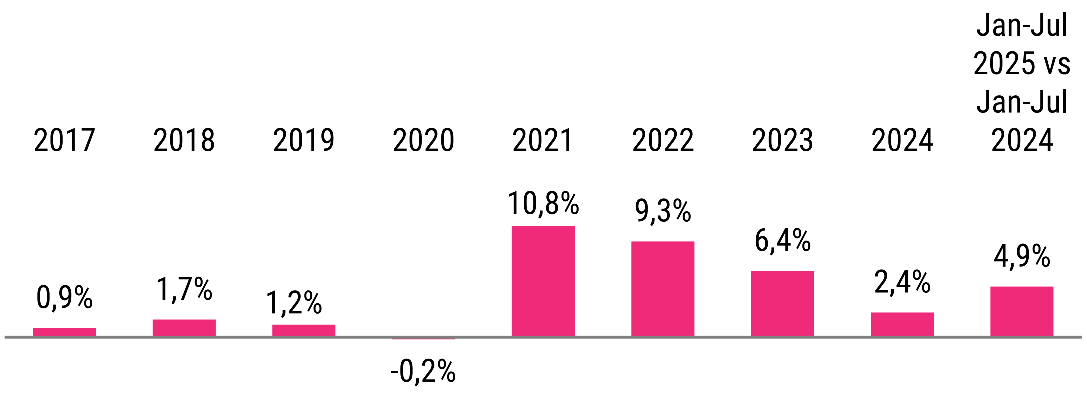
01 Greek Economy

Greek Economy

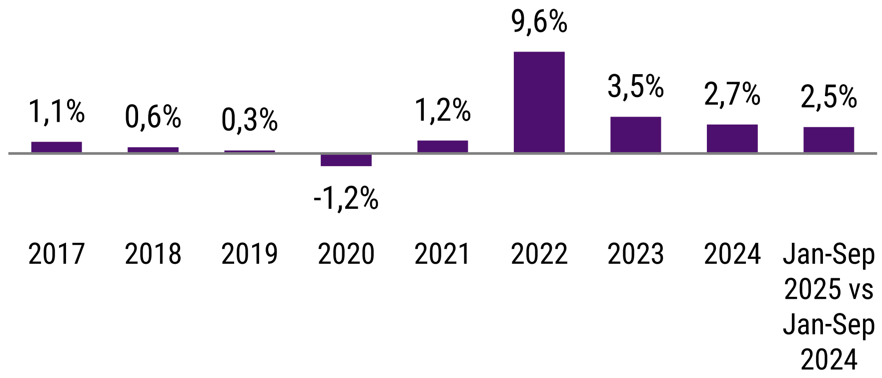
GDP



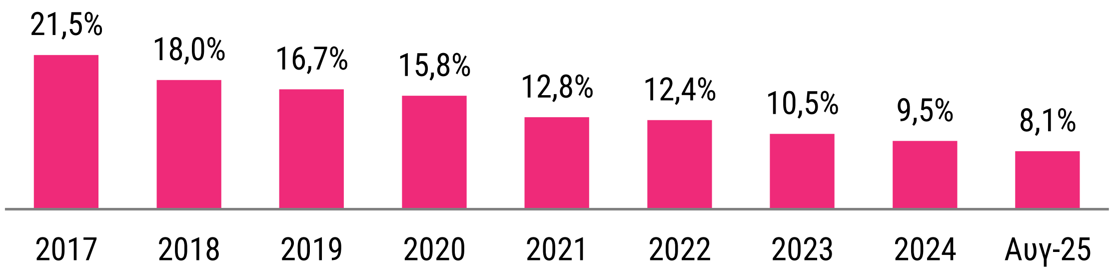
RETAIL TURNOVER INDEX (w.o AUTOMOTIVE FUEL)



INFLATION RATE TREND



UNEMPLOYMENT



Source: ELSTAT (latest available period/provisional data

02

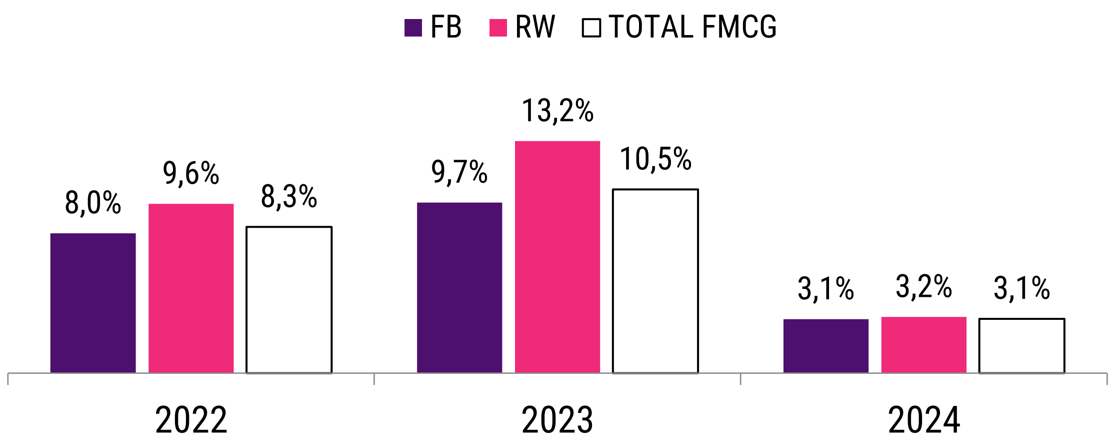
Trends for FMCG Market

Fixed Barcodes + Random Weight

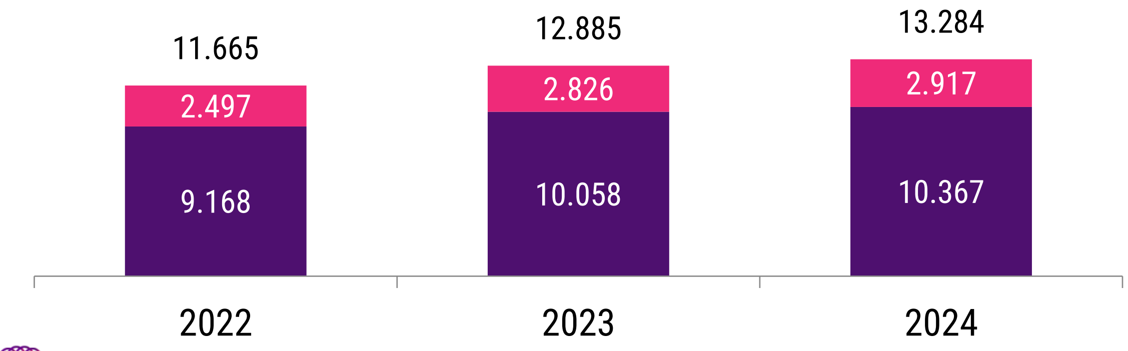
FMCG Value Sales Trend - Year 2024

Incl. Islands

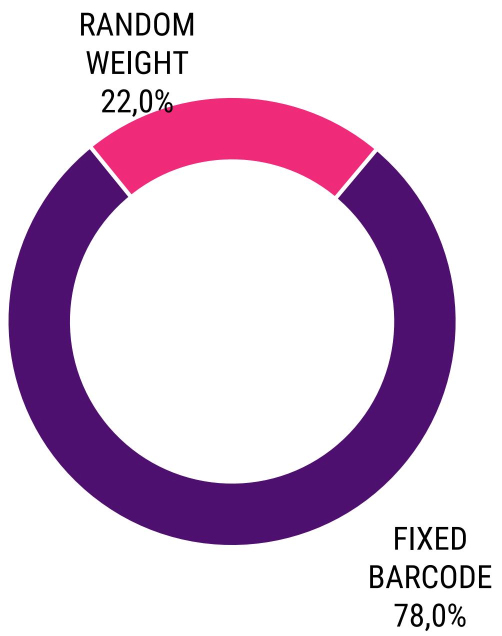
Growth by 3.1% for Total FMCG Market in 2024, coming from both Segments



Value Sales (in Millions)



2024 Value Contribution

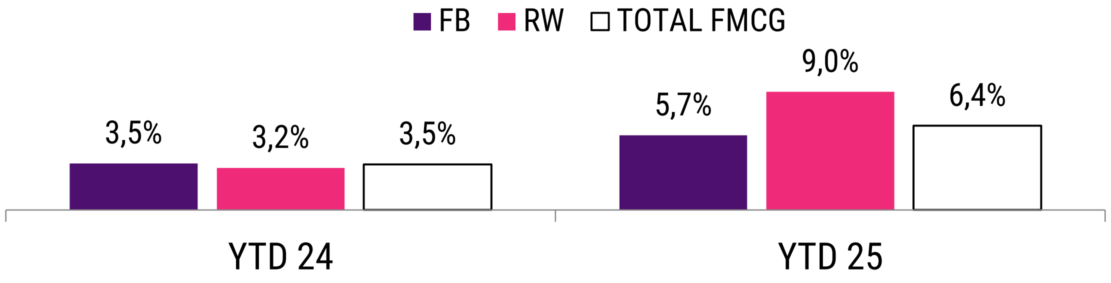


Source: Circana InfoScan, HM/SM + Random Weight, Year 2024

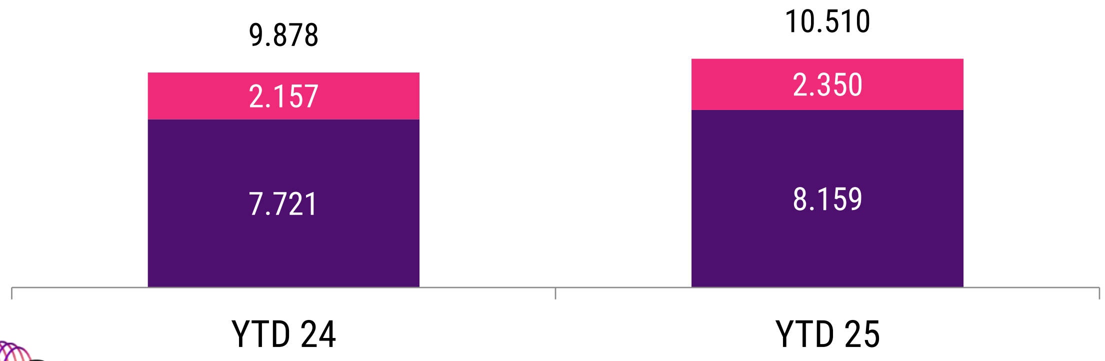
FMCG Value Sales Trend - YTD

Incl. Islands

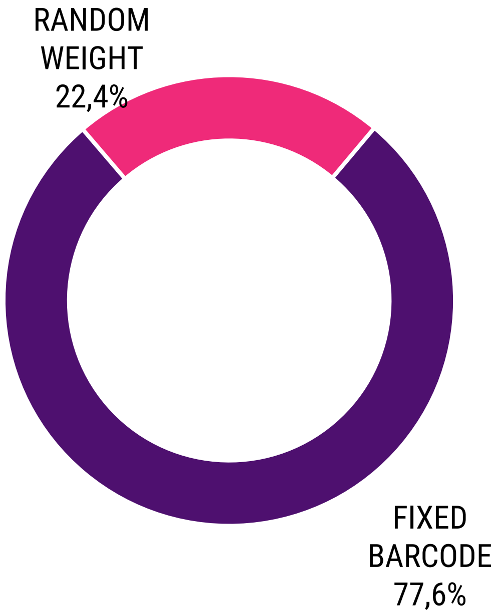
Increase for Total FMCG in YTD 25 (+6.4%) due to both Segments (more intense for RW)



Value Sales (in Millions)



YTD 25 Value Contribution

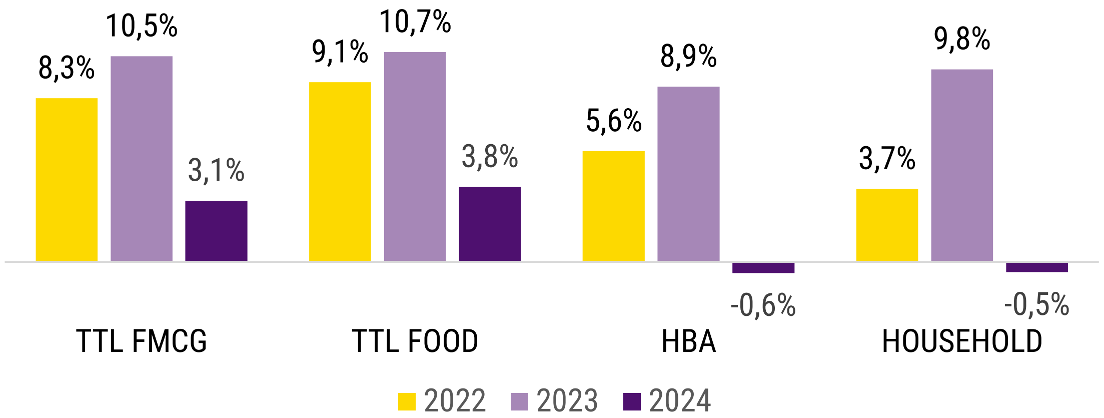


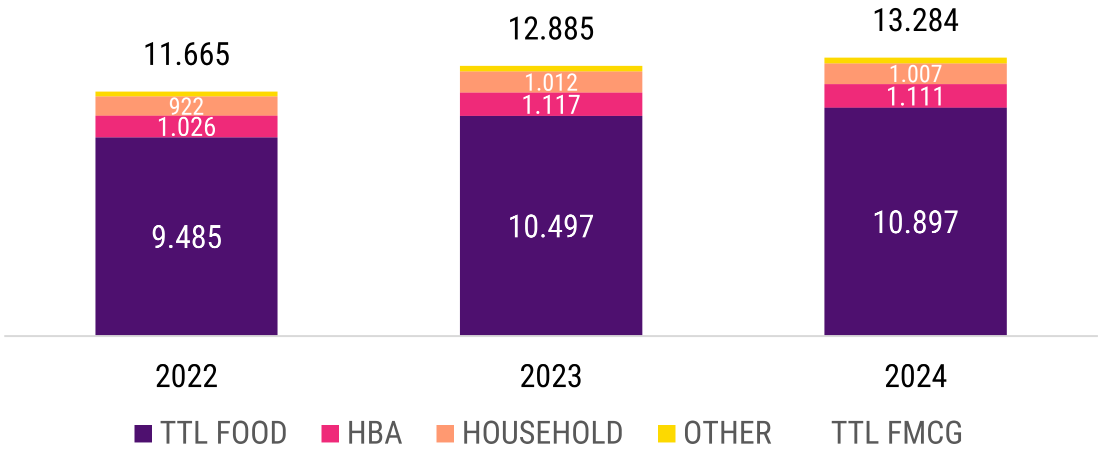
Source: Circana InfoScan, HM/SM + Random Weight, YTD September 25

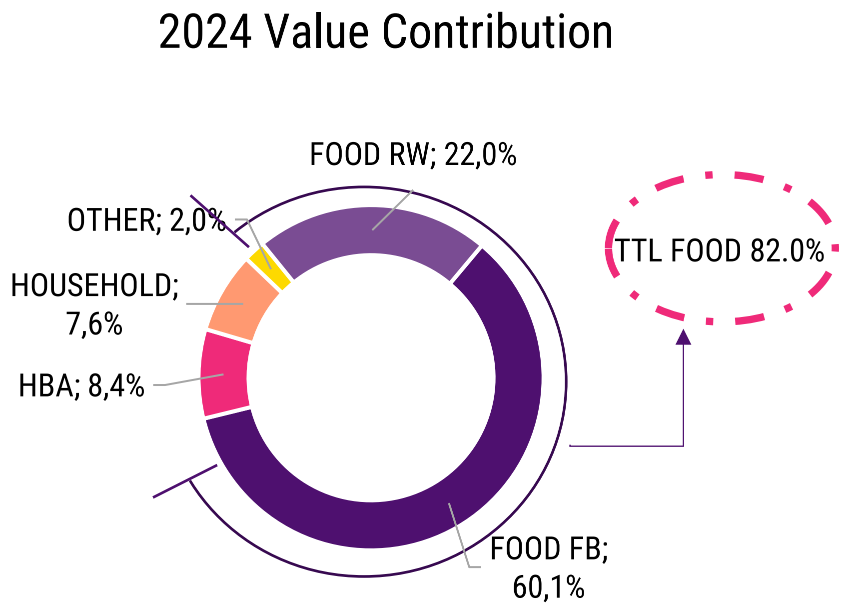
FMCG Value Sales Trend – Year 2024

Incl. Islands

Food contributed to Total FMCG growth in Year 2024





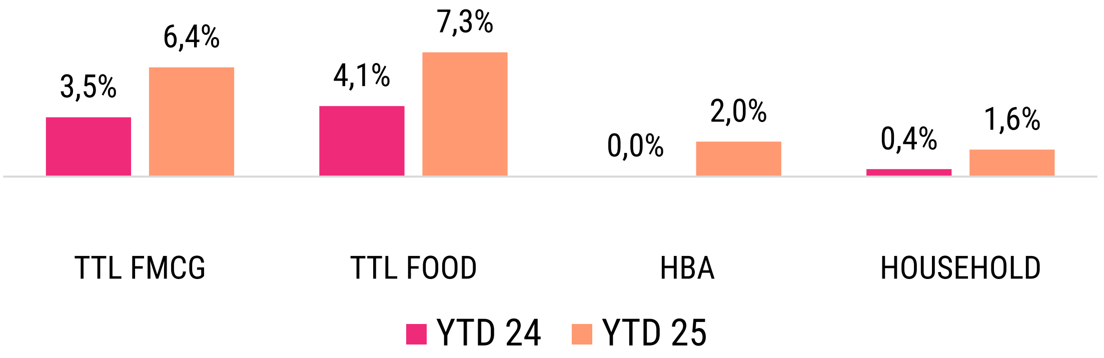


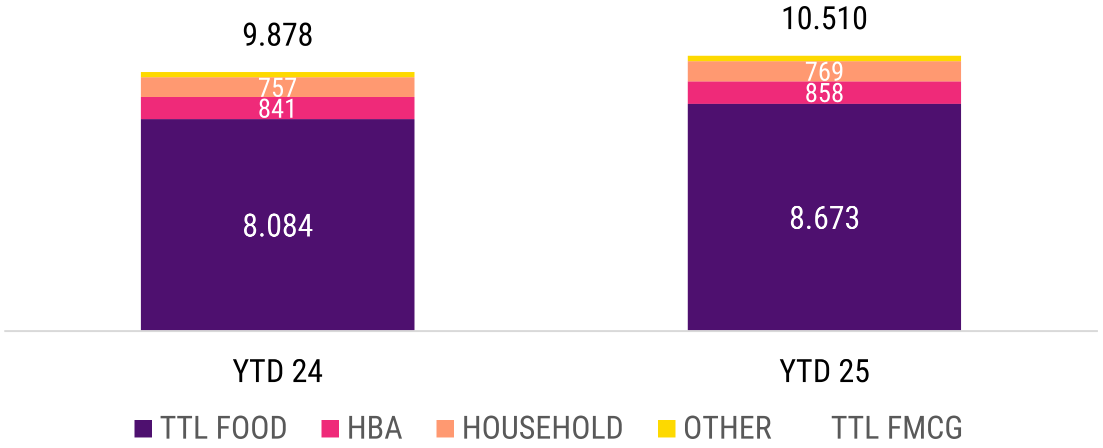
Source: Circana InfoScan, HM/SM + Random Weight, Year 2024

FMCG Value Sales Trend – YTD

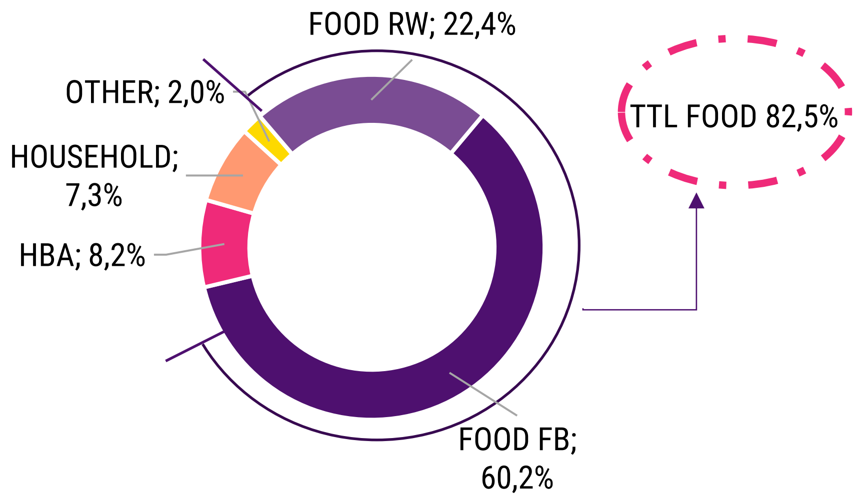
Incl. Islands

Sales increase in YTD 25 comes mainly from Food





YTD 25 Value Contribution



Source: Circana InfoScan, HM/SM + Random Weight, YTD September 25

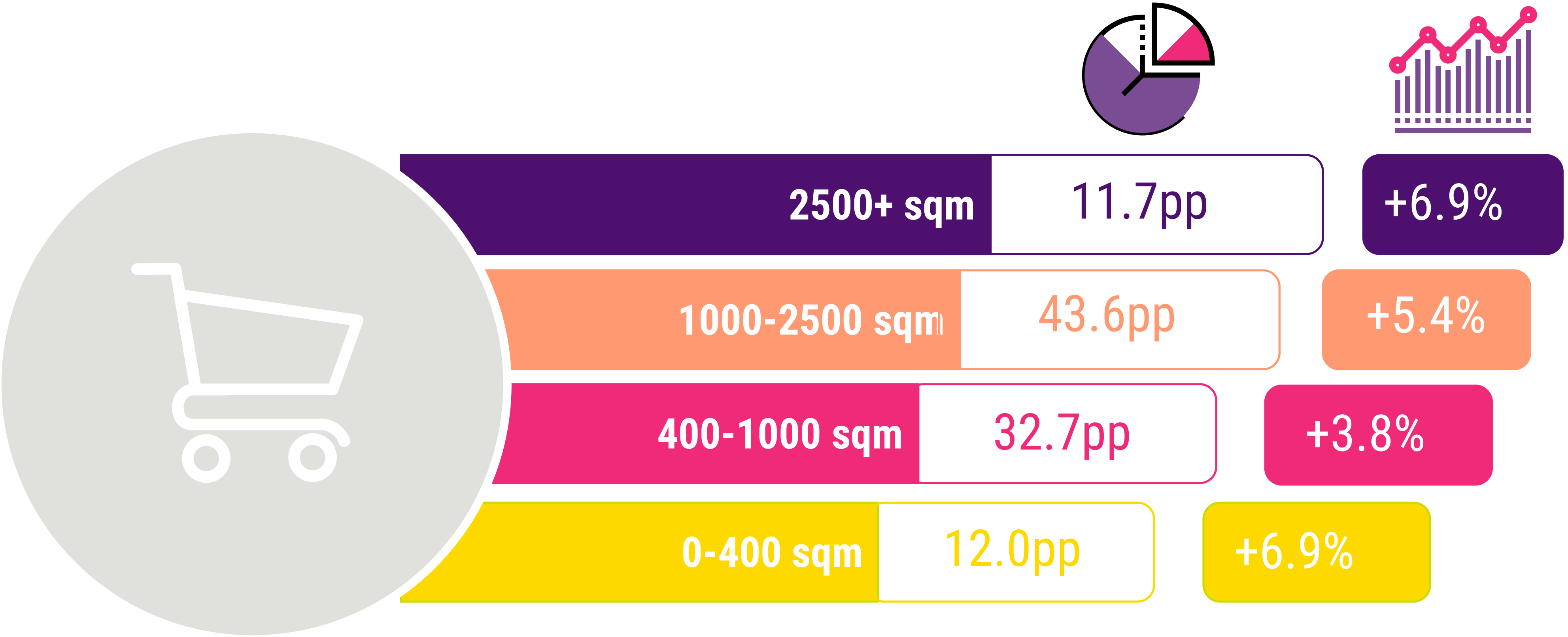
03

Trends for FMCG Market

Fixed Barcodes

FMCG Value Sales Trends per Store Type YTD

All Shop Types achieve growth during YTD 25, more intense for Hyper and Small



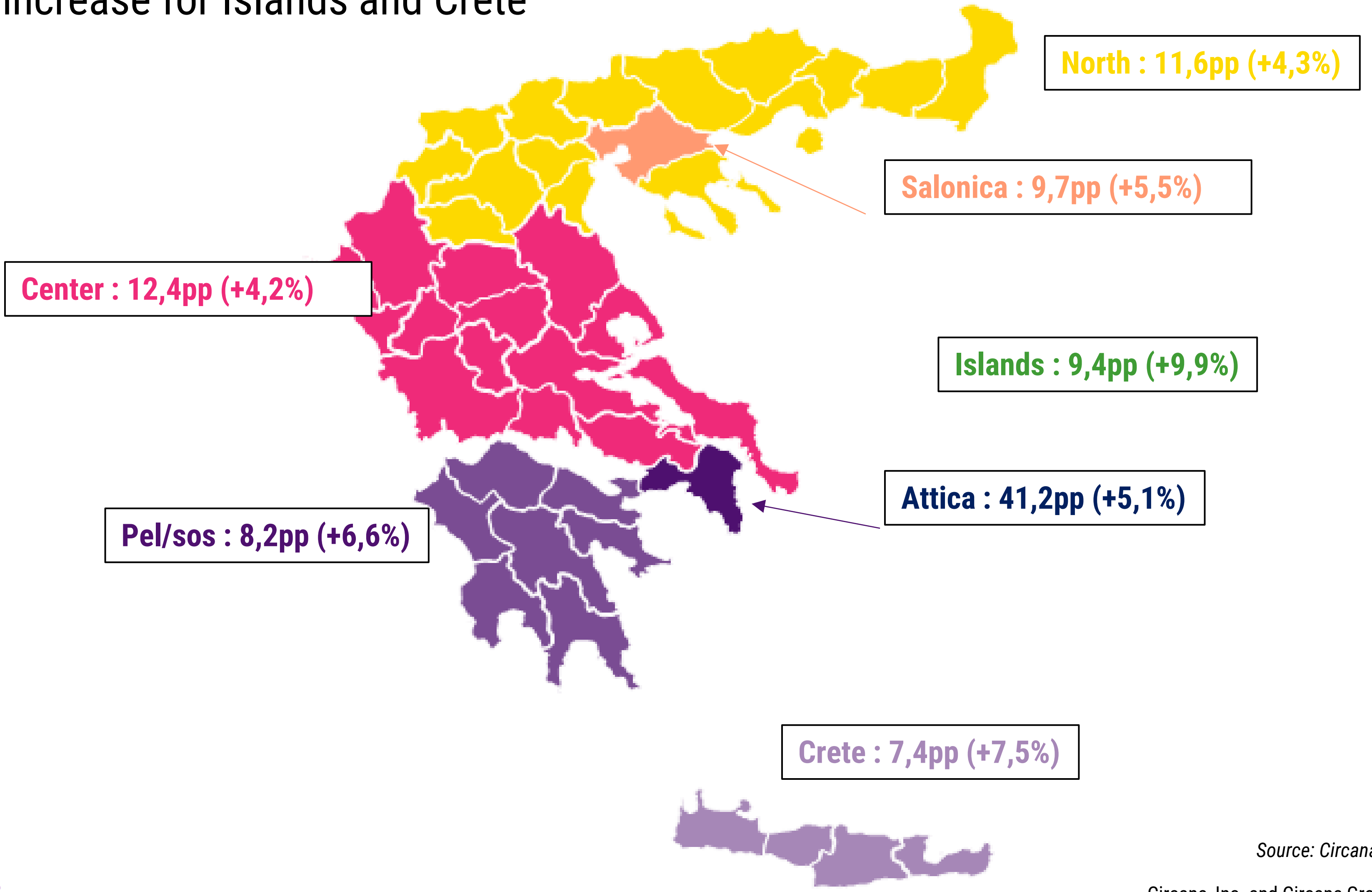
Excl. Islands

Source: Circana InfoScan, HM/SM , YTD September 25

FMCG Value Sales Trends per Geo YTD

Incl. Islands

More intense increase for Islands and Crete

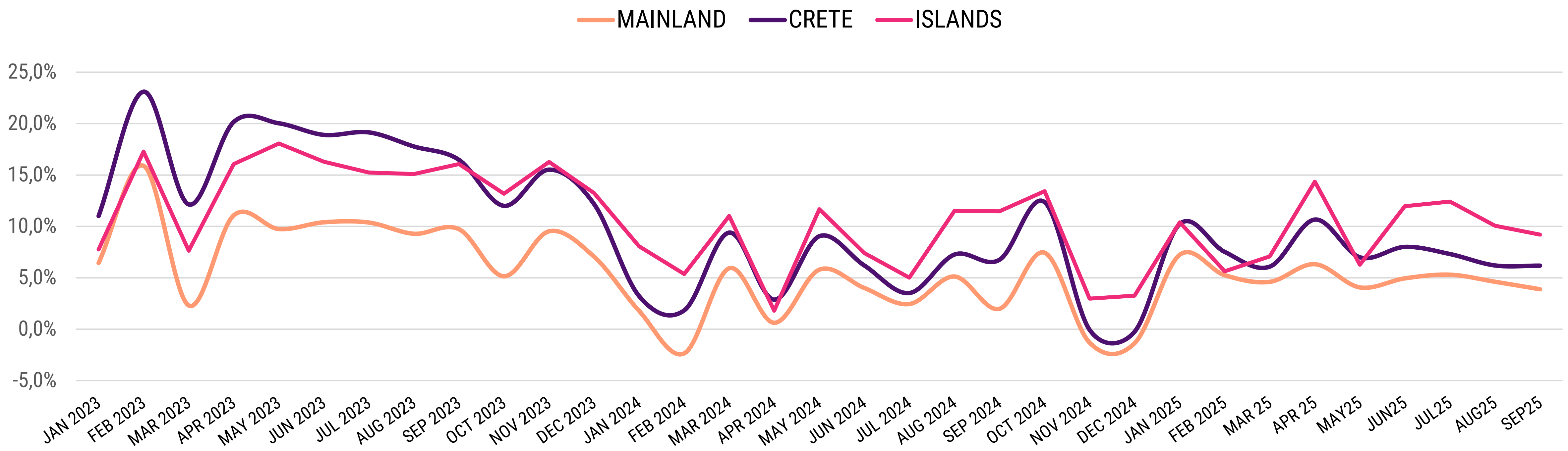


Source: Circana InfoScan, HM/SM, YTD September 25

Geos Special Analysis

FMCG Monthly Value Growth

During the last months, both Crete and Islands achieve higher growths than Mainland



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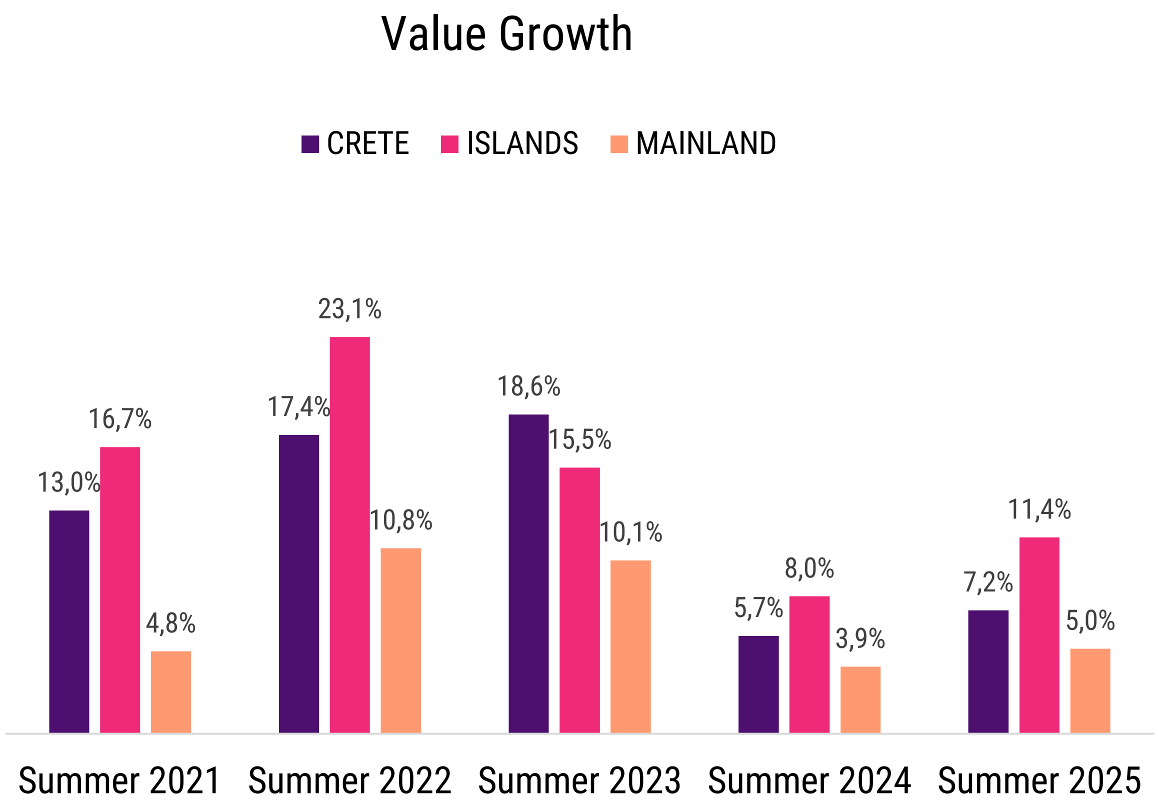
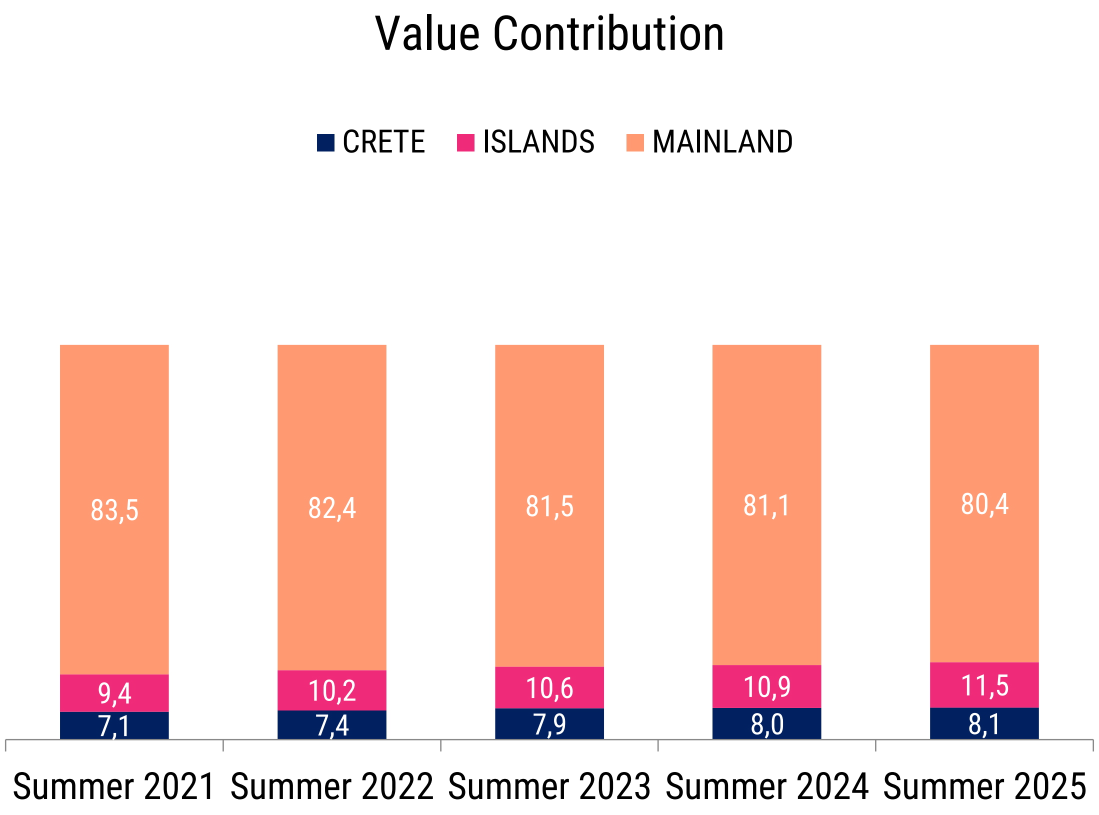
FMCG Value Growth during Summers

Incl. Islands

Intense growth during Summers for Islands and Crete





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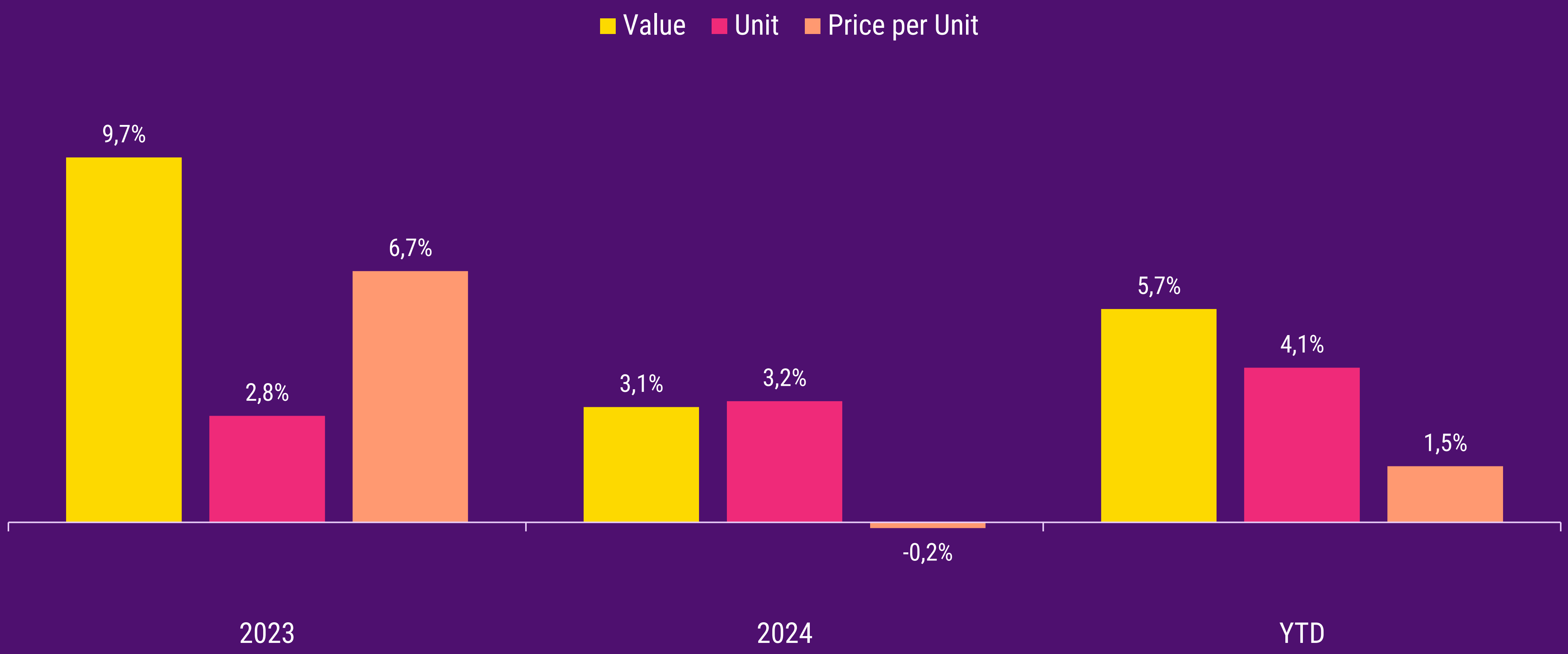
Price Analysis

FMCG Price Trends

More intense increase in Value for YTD 25

Incl. Islands



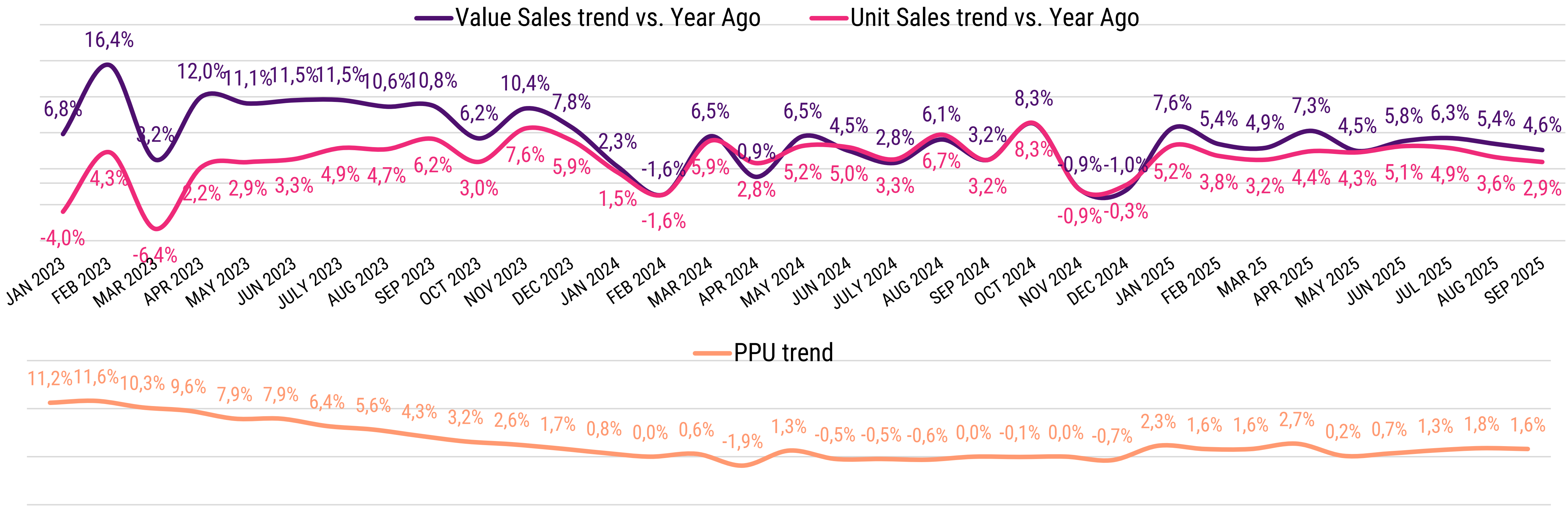
Source: Circana InfoScan, HM/SM , YTD September 25

FMCG Value and Unit Monthly Trends

Price per Unit increase during all months of 2025

Incl. Islands

YR 2023: +9.7%
YR 2024: +3.1%
YTD 2025: +5.7%



Source: Circana InfoScan, HM/SM, YTD September 25

04 Giga Categories Evolution

Giga Categories Value Sales Trend

Incl. Islands

Food manages the highest increase in YTD 25

	Food	Health & Beauty	Household
YTD 25	+6.7%	+2.0%	+1.6%
2024	+4.0%	-0.6%	-0.5%

Source: Circana InfoScan, HM/SM , YTD September 25

Giga Categories Unit Sales Trend

Incl. Islands

Non Food improve their Unit Sales in a more intense way than their Values

	Food	Health & Beauty	Household
YTD 25	+4.2%	+3.6%	+2.4%
2024	+3.2%	+3.4%	+1.8%

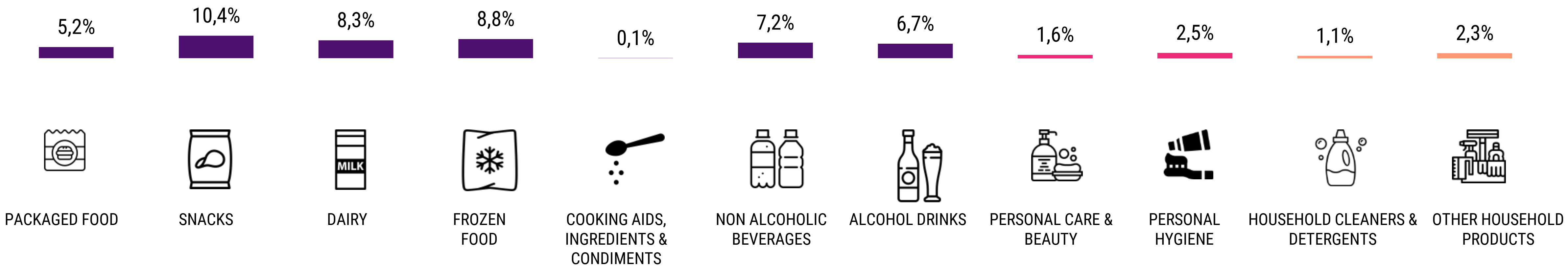
Source: Circana InfoScan, HM/SM , YTD September 25

Categories Value Sales Trend YTD

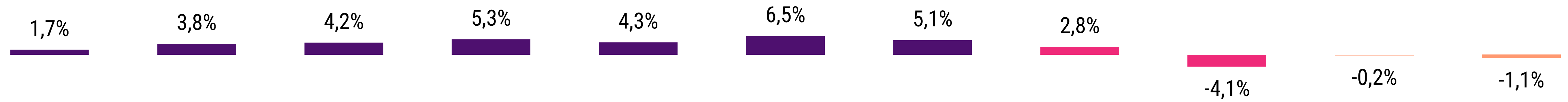
Incl. Islands

All Food Categories, except Cooking Aids, achieve intense growth in YTD 25

Value Sales Trend YTD 25



Value Sales Trend 2024



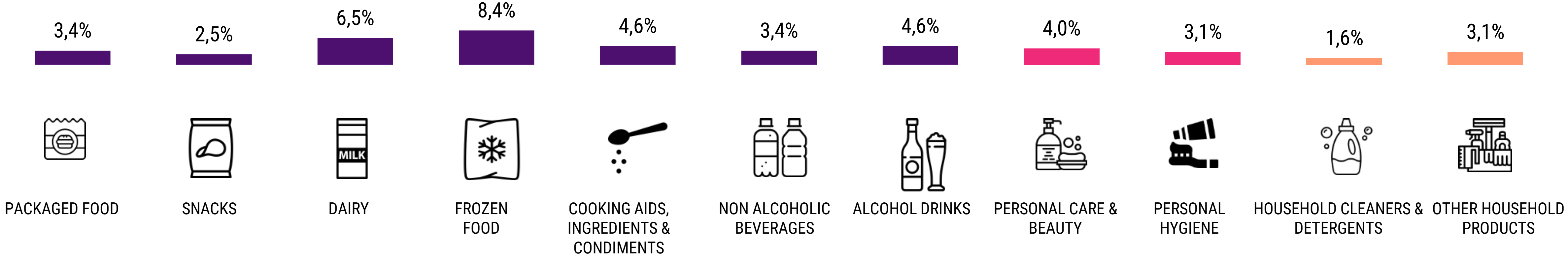
Source: Circana InfoScan, HM/SM , YTD September 25

FMCG Unit Sales Trend YTD

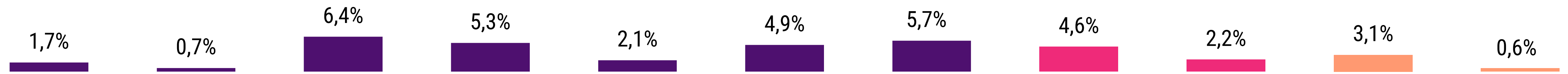
Incl. Islands

All Non Food Categories improve their Unit Sales in a more intense way than their Values

Unit Sales Trend YTD 25



Unit Sales Trend 2024



Source: Circana InfoScan, HM/SM , YTD September 25

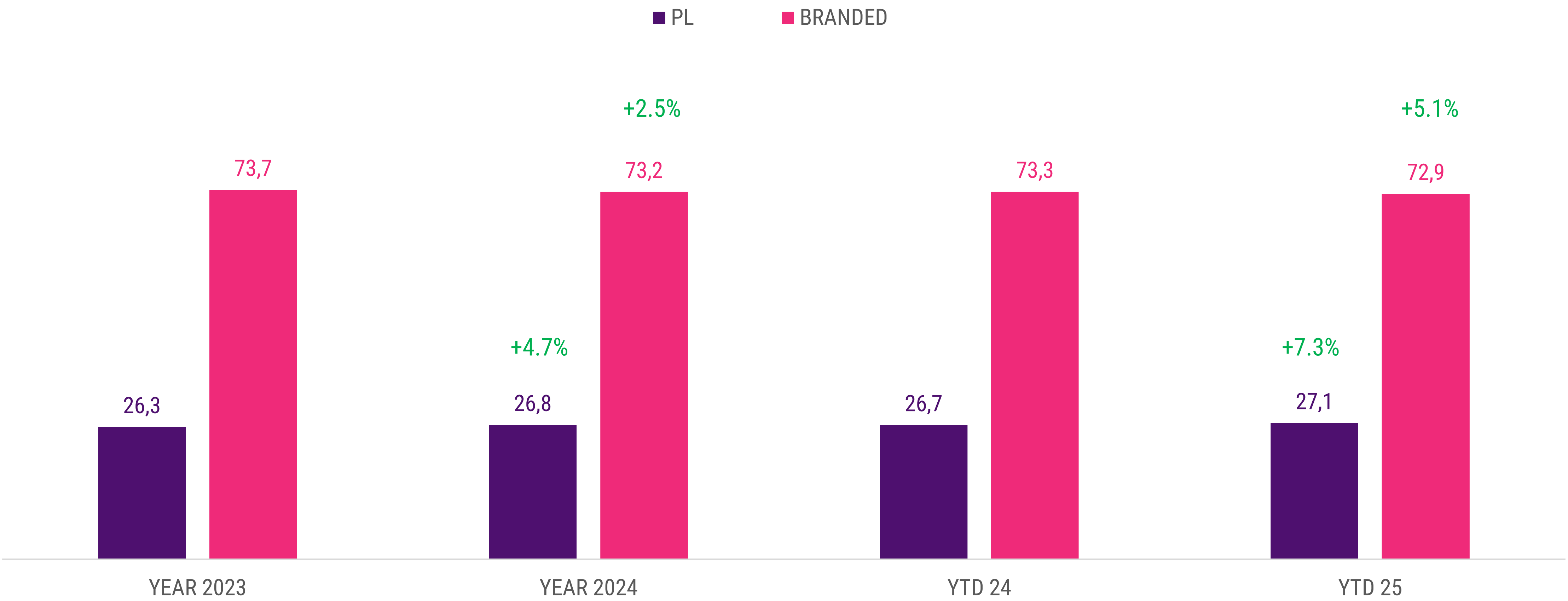
05

Evolution of Private Labels

PL and Branded Value Shares and Trends

Incl. Islands

More intense increase for PL Products in YTD 25

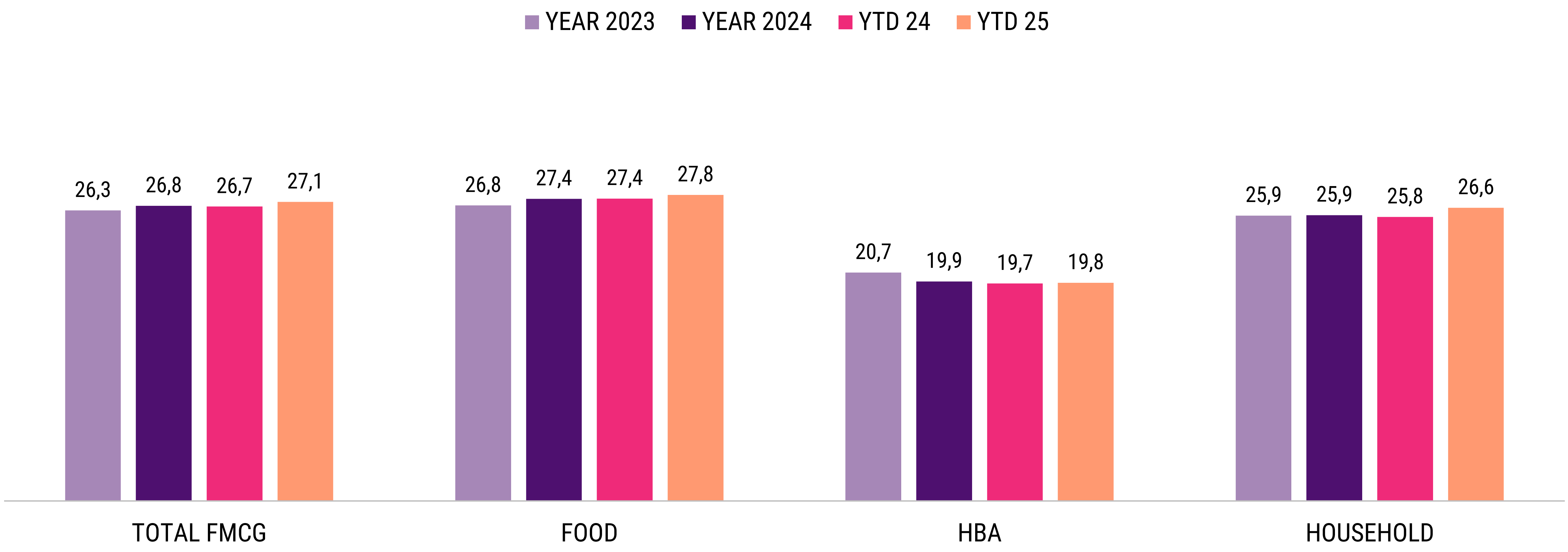


Source: Circana InfoScan, HM/SM , YTD September 25

PL Value Share per Giga Category

Incl. Islands

Value Sales increase for Household in YTD 25 comes mainly from PL



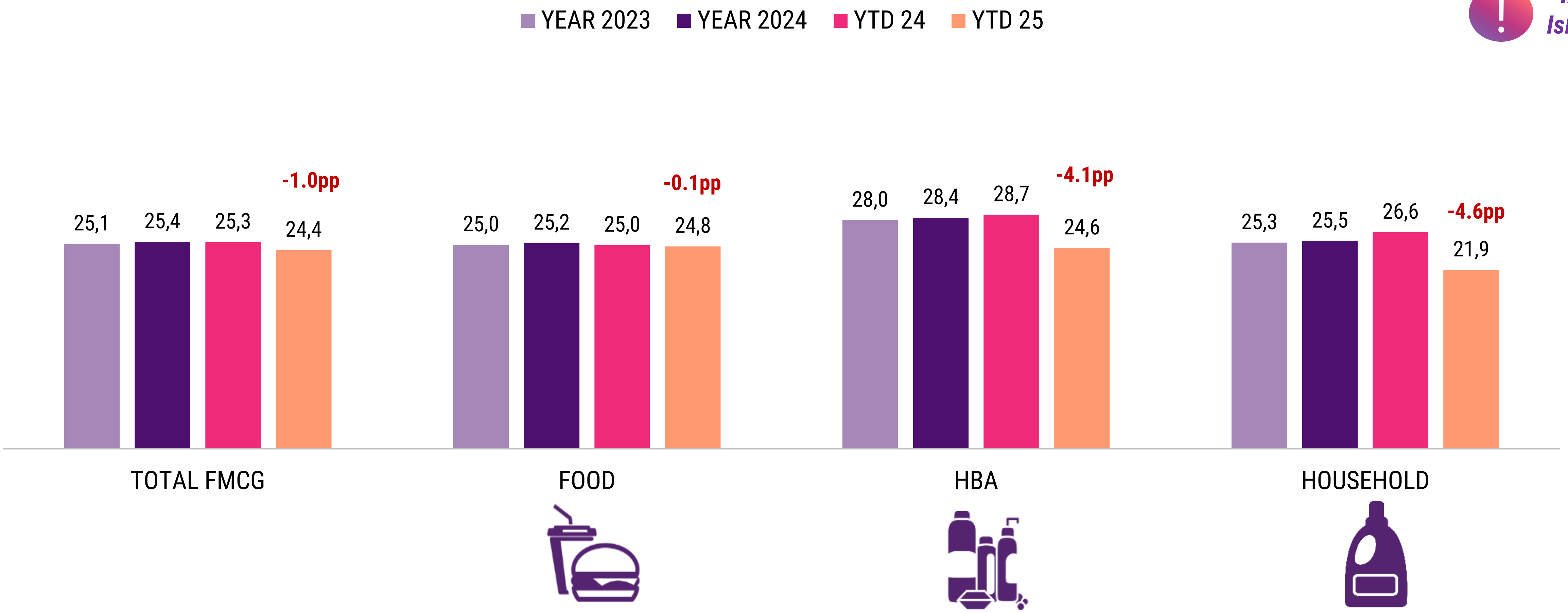
Source: Circana InfoScan, HM/SM, YTD September 25

06 Price Trends & Promo Pressure

%Value Sales due to Temporary Price Reduction

Decreased promo intensity for Total FMCG in YTD 25 for Non Food

Incl. Islands

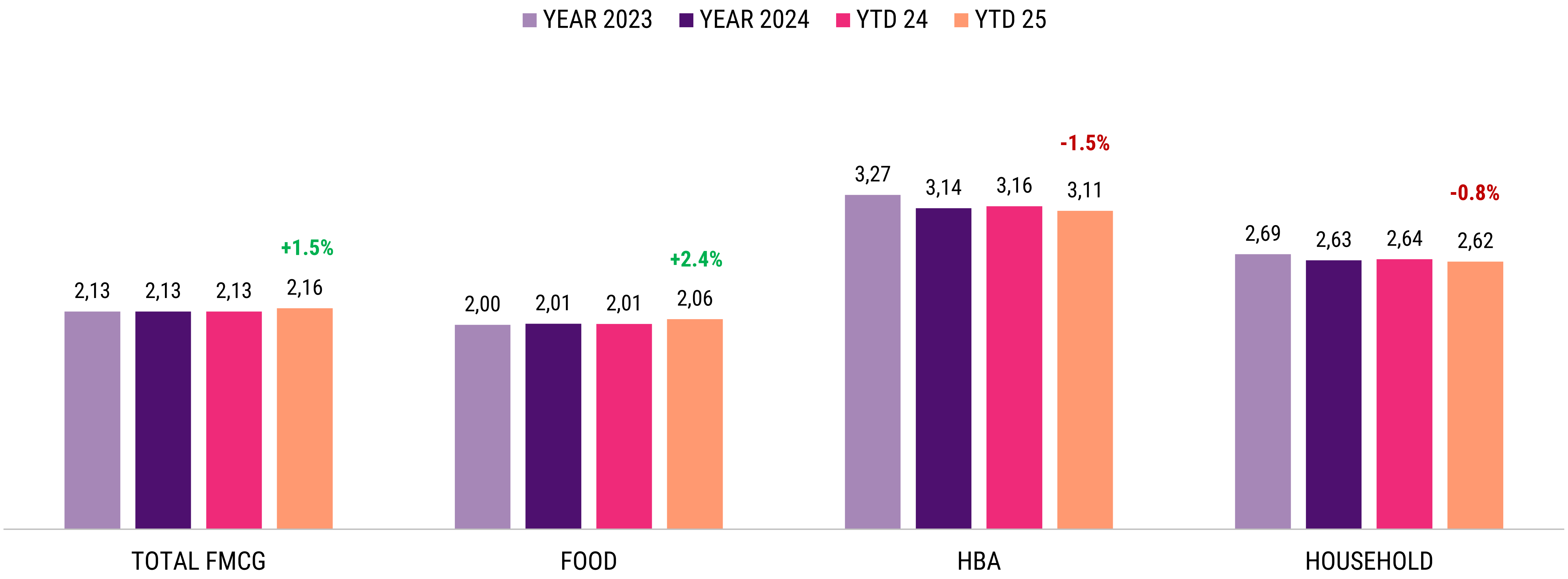


Source: Circana InfoScan, HM/SM , YTD September 25

Price per Unit per Giga Category

Incl. Islands

Price increase for Food influences total FMCG in YTD 25



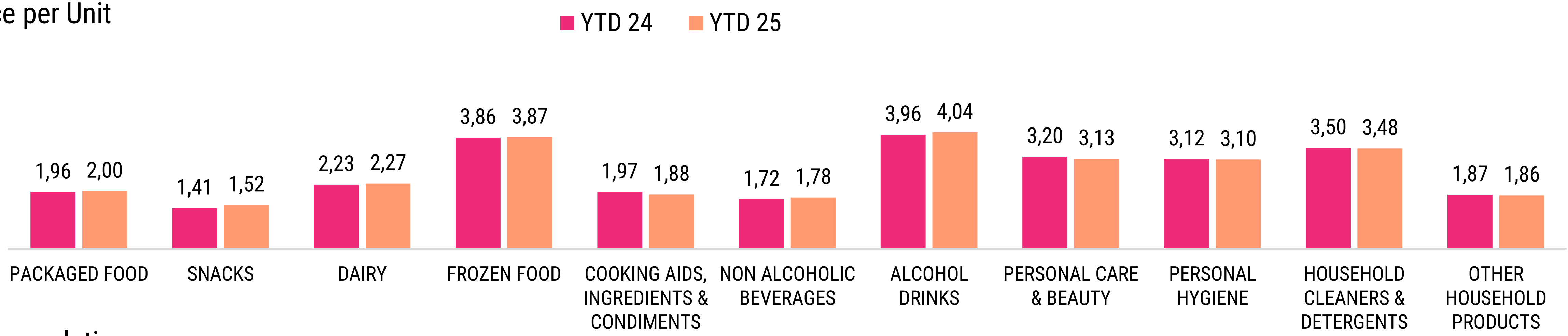
Source: Circana InfoScan, HM/SM , YTD September 25

Price per Unit per Category

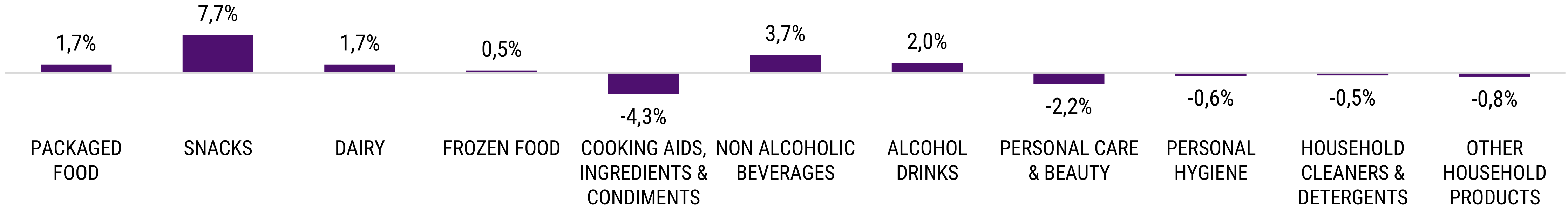
Incl. Islands

Intense price increase for Snacking in YTD 25

Price per Unit



Price evolution



Source: Circana InfoScan, HM/SM , YTD September 25

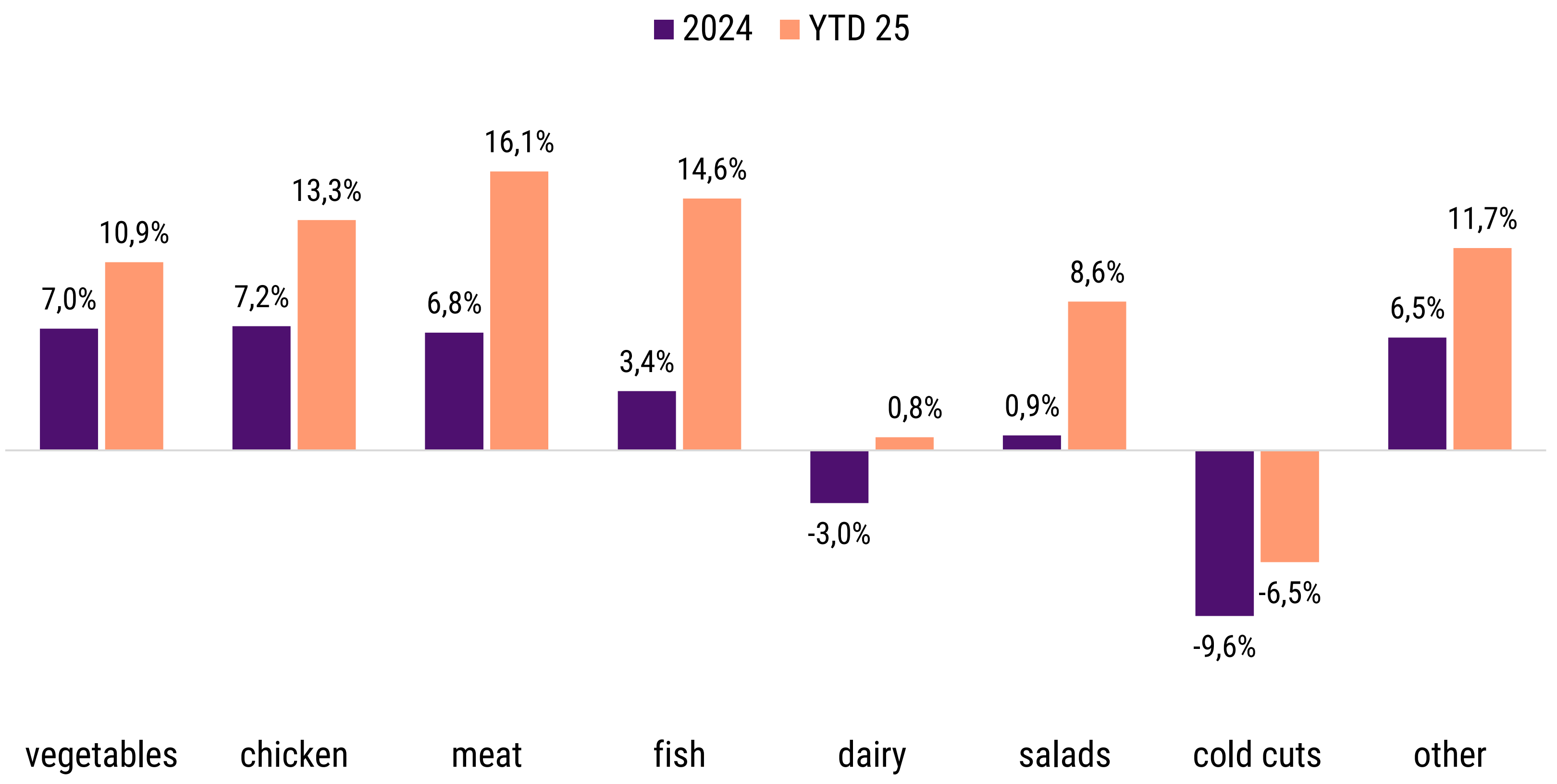
07

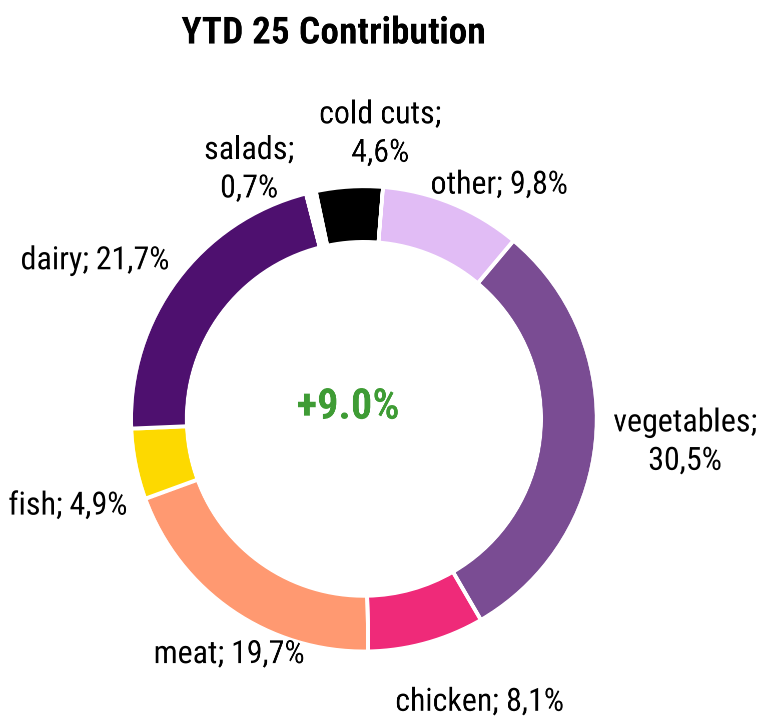
Random Weight Categories

Random Weight Value Sales Trend

Incl. Islands

Cold Cuts is the only declining category in YTD 25





Source: Circana Random Weight,,YTD September 25

08 Online Grocery Trends Report

eRetail Audit Panel Turnover

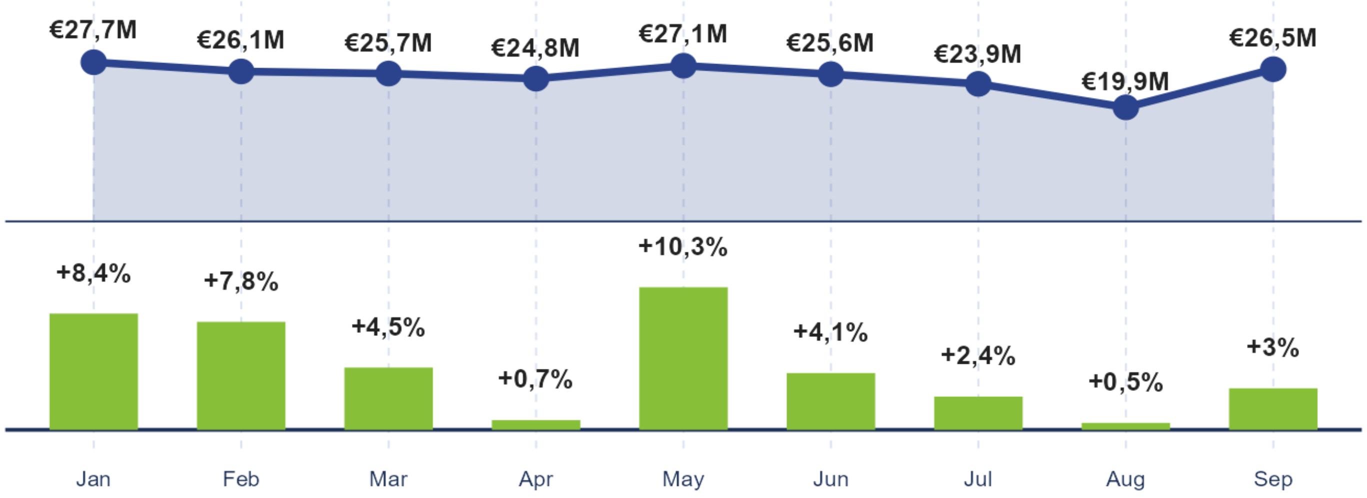
Sales Value incl. VAT

€227M

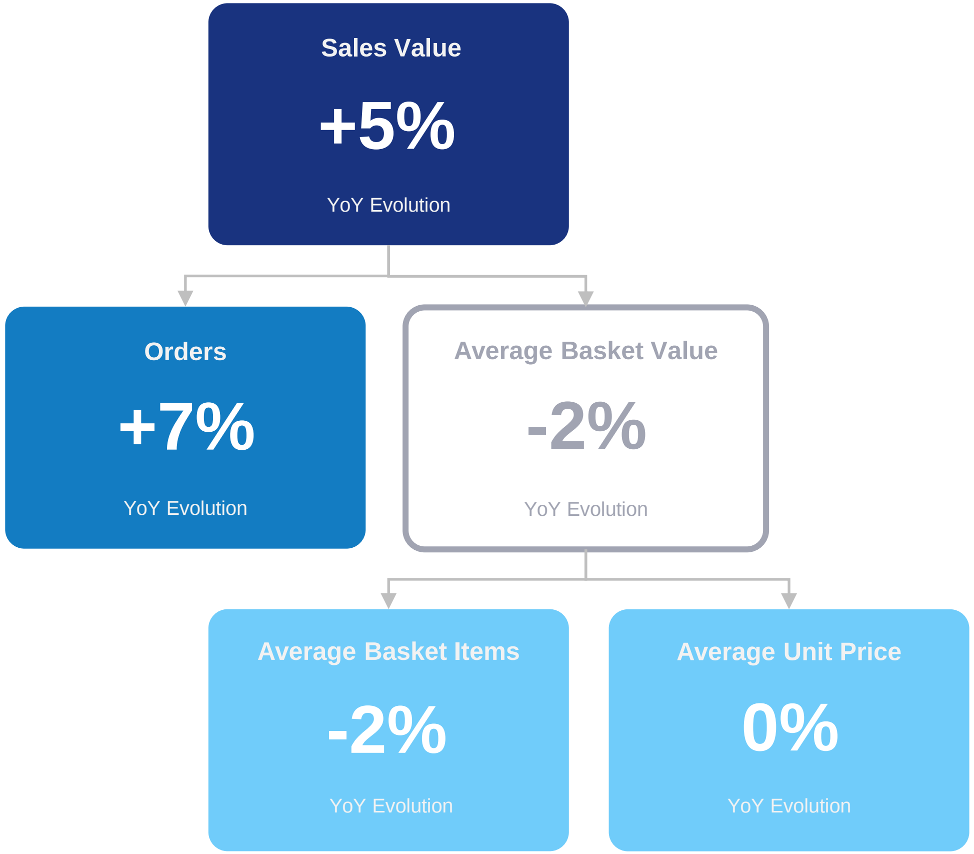
YoY Evolution

+5%

Monthly Sales Value & YoY Evolution



Sales Value Decomposition & Growth Drivers



Sales Value includes VAT. Based on data from eRetail Audit Panel.

Mega Categories Overview

Fresh Food

Sales Value Weight

34% +1pp

YoY Evolution in Sales Value

+8%

Contribution to Growth

+2pp

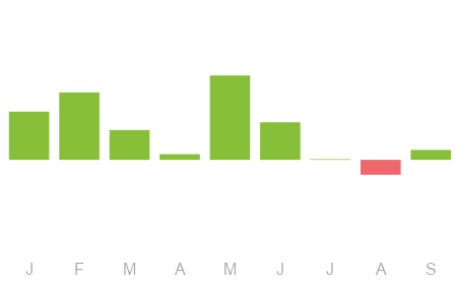
Basic Packaged Food

Sales Value Weight

21% 0pp

YoY Evolution in Sales Value

+4%



Contribution to Growth

+1pp

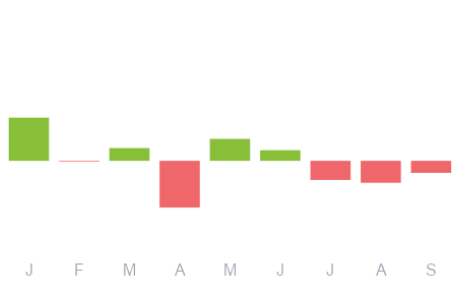
Cleaning Products & Paper for Household Use

Sales Value Weight

12% -1pp

YoY Evolution in Sales Value

0%



Contribution to Growth

0pp

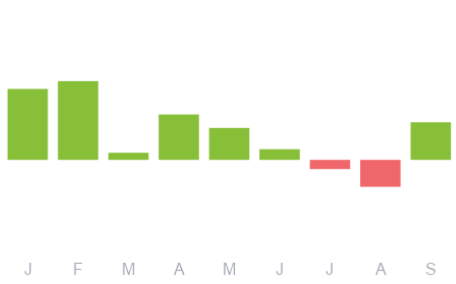
Bottled Beverages, Soft Drinks, Water & Drink Mixes

Sales Value Weight

11% 0pp

YoY Evolution in Sales Value

+4%



Contribution to Growth

0pp

Frozen foods

Sales Value Weight

6% 0pp

YoY Evolution in Sales Value

+9%

Contribution to Growth

0pp

convert group

Based on data from eRetail Audit Panel.

Mega Categories Overview

Beauty & Health

Sales Value Weight

6% 0pp

YoY Evolution in Sales Value

0%

Contribution to Growth

0pp

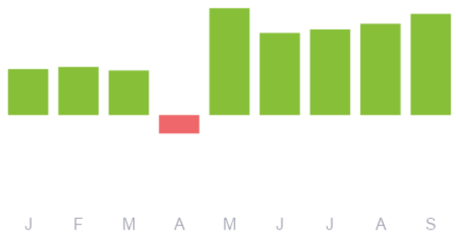
Other

Sales Value Weight

4% 0pp

YoY Evolution in Sales Value

+9%



Contribution to Growth

0pp

Bakery

Sales Value Weight

3% 0pp

YoY Evolution in Sales Value

+5%

Contribution to Growth

0pp

Baby & Kid

Sales Value Weight

3% 0pp

YoY Evolution in Sales Value

-5%

Contribution to Growth

0pp

Pet Supplies

Sales Value Weight

1% 0pp

YoY Evolution in Sales Value

+12%

Contribution to Growth

0pp

convert group

Based on data from eRetail Audit Panel.

Thank you

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