



Weekly Barometer 21/09/2025

Weekly trends for the Greek FMCG market



Σημαντικότερες 60 κατηγορίες

01.Baby Napkins	16.Eggs	31.Kitchen Paper	46.Seed Oils
02.Baby Wipes	17.Espresso	32.Low Sudsers	47.Shampoo
03.Bath & Kitchen	18.Fabric Conditioners	33.Margarines	48.Snack
04.Bath & Shower	19.Facial Care	34.Milk Creams	49.Soft Drinks & Sodas
05.Beer	20.Filter Coffees	35.Nuts	50.Spices
06.Biscuits	21.Flour & Semolina	36.Olive Oils	51.Sugar
07.Bread (Prepacked)	22.Frozen Fish*	37.Packaged Cheese*	52.Toilet Paper
08.Breakfast Cereals	23.Frozen Pies	38.Packaged Deli	53.Tomato Cans
09.Butter	24.Frozen Vegetables	Meat*	54.Toothpastes
10.Canned Fish	25.Garbage Bags	39.Pasta	55.Wafers
11.Canned Food	26.Greek Coffees	40.Potato Chips	56.Water Still &
12.Chilled Chicken*	27.Hard Rusks	41.Pulses	Sparkling
13.Chocolate Tablets	28.Incontinence	42.Ready Salads**	57.Whisky
14.Deodorants	Products	43.Rice	58.White Milk
15.Dishwashing Liquid	29.Instant Coffees	44.Rusks	59.Wine
	30.Juices	45.Sanitary Products	60.Yoghurt

***only fixed barcode products**

****prepacked vegetables & spreads**

Metrics

- Value Sales, Units Sales and Average Prices per unit Trends: Super/Hyper Markets FMCG, Total Top 60 Categories, Branded and PL
- Value and Unit Shares for Branded and PL
- Basket Spending for Branded and PL (for the Top 60 Categories)

Channels

- Super/Hyper Markets

Areas

- Greece Mainland
- Crete

Periods

- 2025 weeks vs 2024 weeks and YTD vs YTD-1

Basket Spending

- The basket spending is an aggregation which contains an average product from each single one of the top 60 categories (example: 1 average olive oil product + 1 average rice product + 1 average juice product etc)
- The price of each product in the basket is calculated by dividing total value sales with total unit sales
- All price promos, that occurred during a week, are taken into consideration

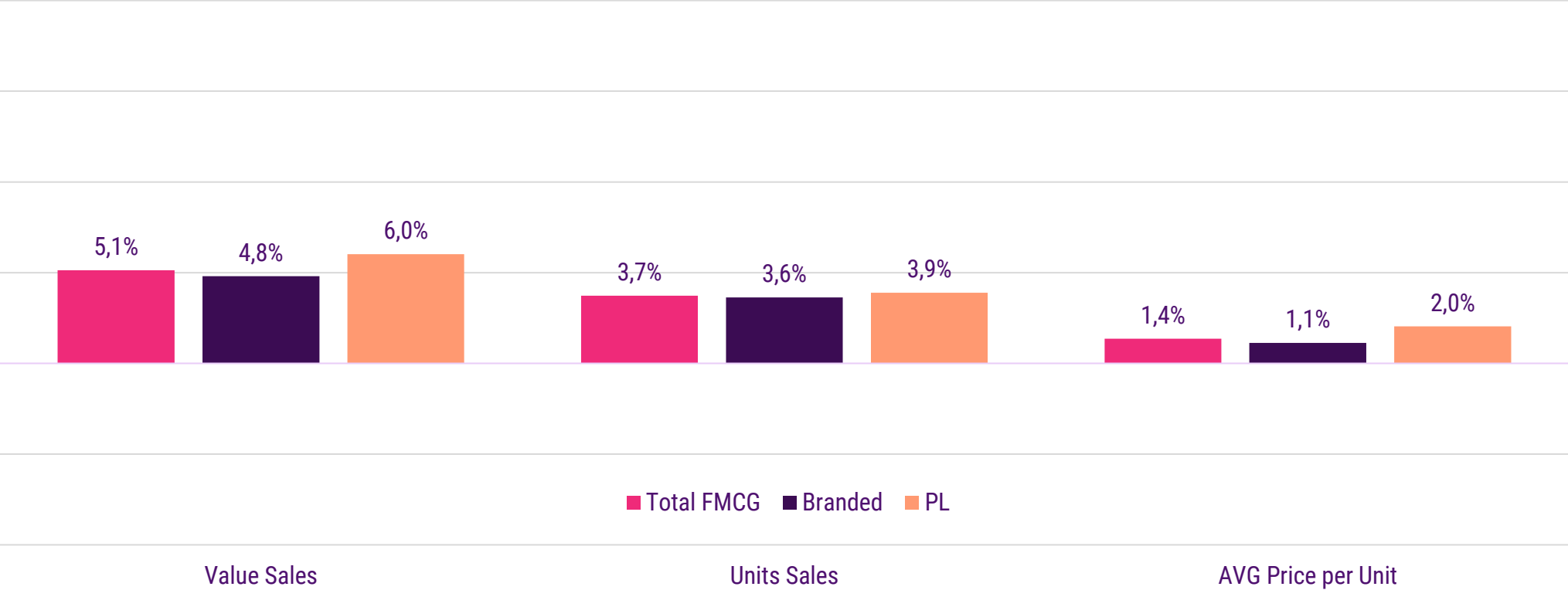
Hints

- The Top 60 categories represent 72% in Value Sales of total FMCG market
- Differences vs Market View: no bazaar products & no new launches
- Differences vs own databases: all figures originate from internal database, as a result do not follow custom client hierarchies

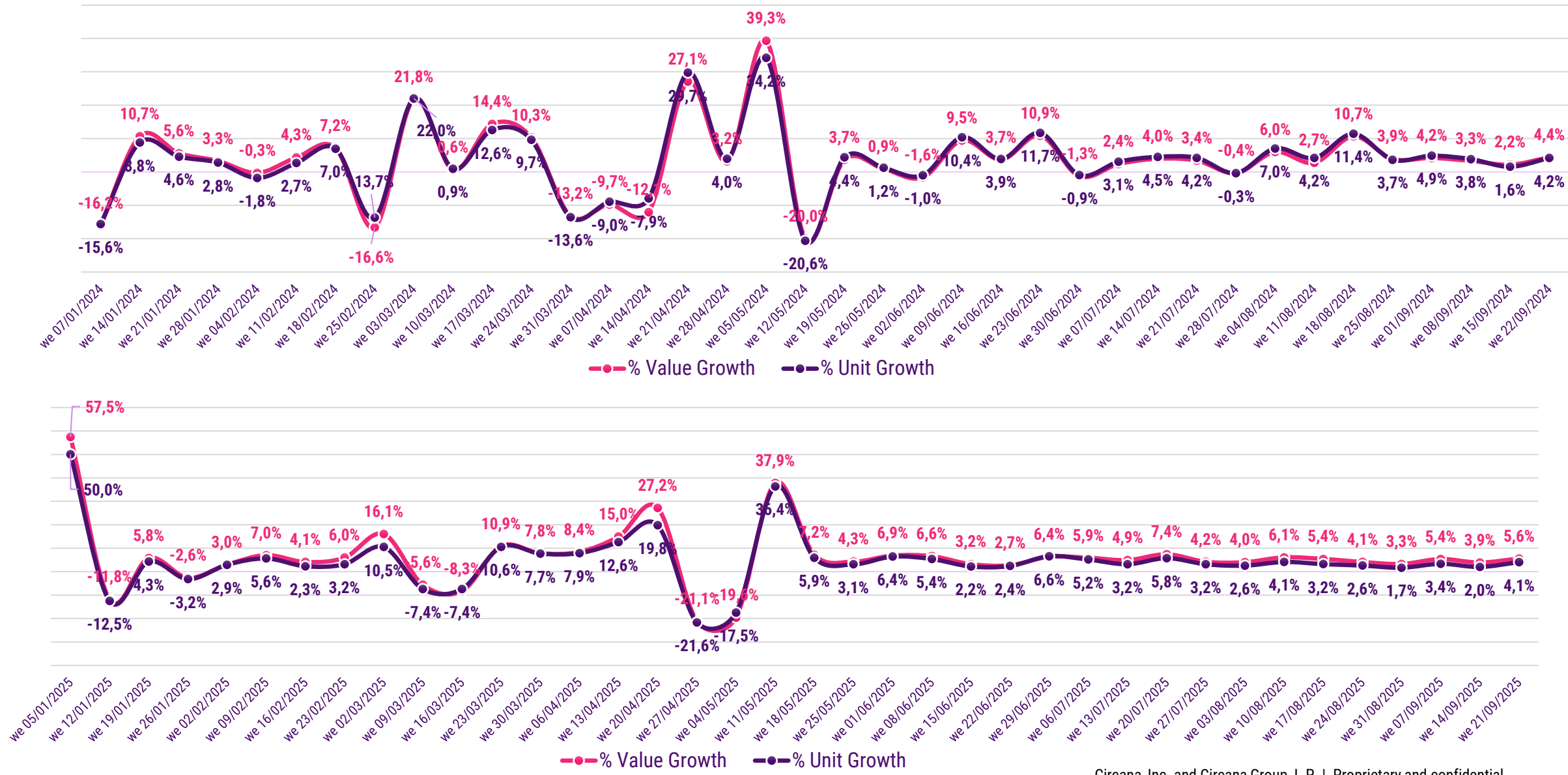
Event	2024	Comments	Week ending	2025	Comments	Week ending
Epiphany	Saturday, Jan 6		we 07/01/2024	Monday, Jan 6		we 12/01/2025
Clean Monday	Monday, Mar 18		we 24/03/2024	Monday, Mar 03		we 09/03/2025
Greek Independence Day	Monday, Mar 25		we 31/03/2024	Monday, Mar 25		we 30/03/2025
Orthodox Good Friday	Friday, May 3		we 05/05/2024	Friday, Apr 18		we 20/04/2025
Orthodox Easter Monday	Monday, May 6		we 12/05/2024	Monday, Apr 21		we 27/04/2025
Labour Day	Wednesday, May 1		we 05/05/2024	Wednesday, May 1		we 04/05/2025
Holy Spirit Monday	Monday, Jun 24		we 30/06/2024	Monday, Jun 09		we 15/06/2025

* December 30th & 31st are included in January 2025's data

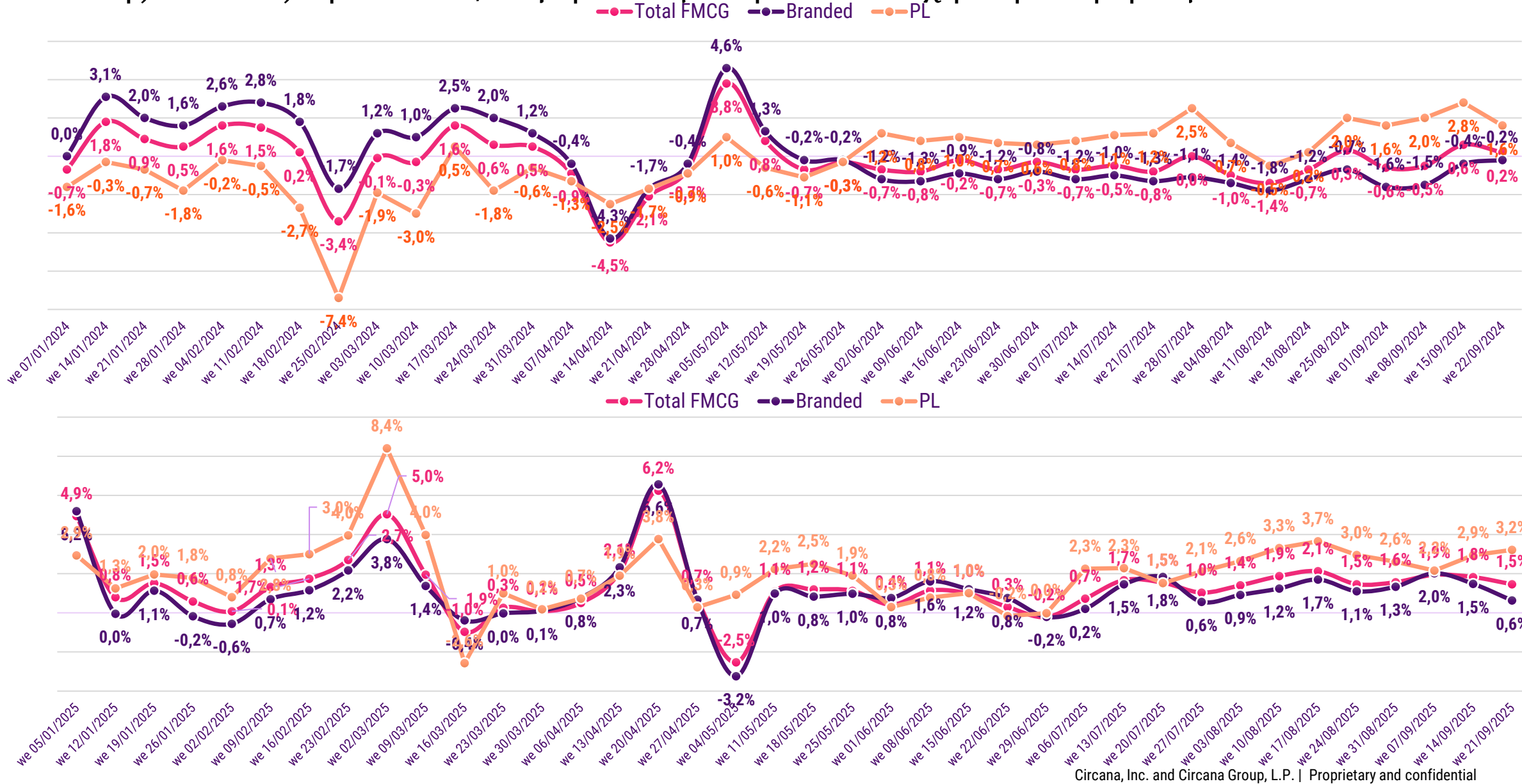
Σύνολο αγοράς ταχυκίνητων Προϊόντων – μεταβολή Πωλήσεων σε αξία, τεμάχια και τιμή ανά τεμάχιο, φέτος συγκριτικά με την αντίστοιχη Περσινή Περίοδο (YTD)



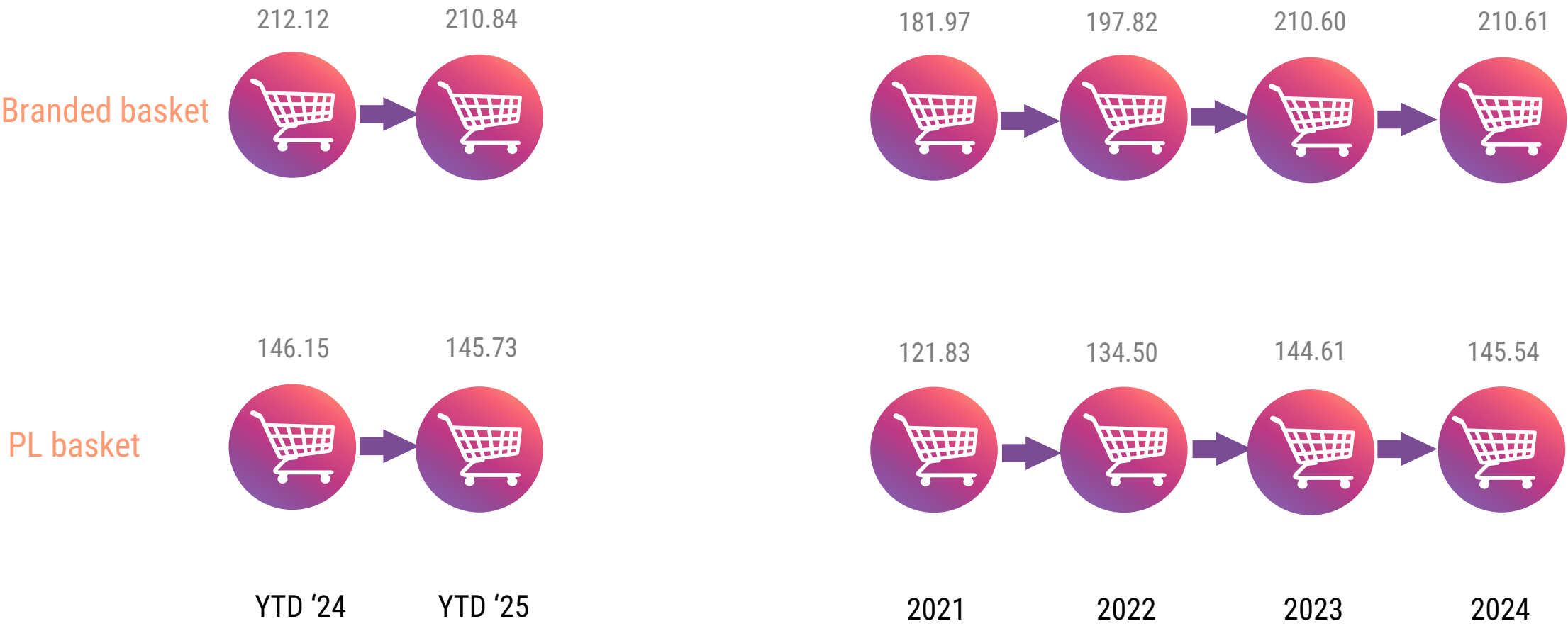
Σύνολο αγοράς ταχυκίνητων Προϊόντων – εβδομαδιαία μεταβολή Πωλήσεων συγκριτικά με την αντίστοιχη Περσινή εβδομάδα – Πωλήσεις σε αξία και τεμάχια



Εβδομαδιαία μεταβολή τιμής ανά κωδικό για το σύνολο αγοράς ταχυκίνητων, επωνύμων και ιδιωτικής ετικέτας Προϊόντων, συγκριτικά με την αντίστοιχη Περσινή εβδομάδα



Σύγκριση αξίας καλαθιού των σημαντικότερων 60 κατηγοριών, για τα επώνυμα και ιδιωτικής ετικέτας προϊόντα, τη φετινή περίοδο σε σχέση με τις αντίστοιχες παρελθοντικές περιόδους (YTD)



Thank you

