

Greece Kiwi Market 2026

Market size, segmentation, competitive landscape and outlook

2021–2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

This demo shows the **form and depth** of the report — real narrative with the detailed figures and tables masked as “XXX”. When you order the report, every figure is finalised and verified for your copy, and the full report is delivered within 24–72 hours.

Indicator	Value
Market size (2025)	EUR 420 m
Forecast (2031)	EUR 609.4 m
CAGR (2021–2031)	6.4%
Study period	2021–2031
Largest region	Central Macedonia · 48%
Fastest-growing region	Epirus · 8.1%
Market concentration	Moderate
Licence	Individual / Company

Greece’s kiwi market reaches EUR XXX in 2025 and expands to EUR XXX by 2031, representing a XX% CAGR in shev.io Research’s headline forecast. Central Macedonia supplies the largest regional contribution, while Epirus records the fastest growth. Hayward remains the commercial backbone, but yellow-fleshed varieties, certified production and direct retail programmes reshape investment priorities. The report connects orchard economics, packhouse capacity, storage performance and export access to identify where Greek suppliers can build durable margins.

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Executive summary

Greece’s kiwi market reaches EUR XXX in 2025 and expands to EUR XXX by 2031, representing a XX% CAGR in shev.io Research’s headline forecast. Central Macedonia supplies the largest regional contribution, while Epirus records the fastest growth. Hayward remains the commercial backbone, but yellow-fleshed varieties, certified production and direct retail programmes reshape investment priorities. The report connects orchard economics, packhouse capacity, storage performance and export access to identify where Greek suppliers can build durable margins.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- shev.io Research places Greece’s fresh kiwi market at EUR XXX in 2025 and EUR XXX in 2031.
- Market value grows at a XX% CAGR from 2025 to 2031 as saleable output, quality differentiation and realised prices increase.
- Commercially marketed fresh volume reaches XXX tonnes in 2025 and XXX tonnes in 2031.
- The weighted ex-packhouse realisation is EUR 1.20 per kilogram in 2025.
- Central Macedonia contributes XX% of base-year value, followed by Thessaly at XX%.
- Epirus achieves the fastest regional value growth at XX% annually through 2031.
- Hayward accounts for XX% of market value; yellow-fleshed varieties contribute XX% and other green varieties XX%.
- Certified organic fruit represents XX% of market value, supported by differentiated retail procurement.

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Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

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Greece Kiwi Market Trends and Growth Drivers

Greece’s kiwi economics depend on the relationship between biological production and commercial recovery. Harvested tonnes become market revenue only after grading, storage losses and customer acceptance are accounted for. A supplier with disciplined maturity management and a dependable customer programme can improve realised value without an equivalent increase in planted area. The report therefore tracks saleable output and first-sale prices alongside orchard indicators.

The export model places packhouses between seasonal production and a more continuous customer requirement. Storage creates flexibility, but it also ties up working capital and exposes fruit to deterioration and changing prices. Market growth must consequently be assessed through operating margins and cash conversion as well as annual revenue.

Varietal differentiation and procurement coordination are changing the basis of competition. Hayward supports scale, while licensed yellow-fleshed fruit and certified programmes introduce different investment, contractual and marketing requirements. The winning operating model connects orchard suitability, dependable post-harvest performance and a clearly defined buyer proposition.

Growth drivers

European retail demand for reliable Greek kiwi

Retail procurement rewards suppliers that deliver consistent maturity, appearance and shelf life across a selling programme. Greek growers and packers can capture this demand through documented orchard practices, dependable grading and coordinated dispatch. The commercial benefit is a more predictable order book and greater scope to negotiate on product performance.

Orchard maturation lifts saleable kiwi output

As established plantings move into commercial bearing, packhouses gain additional throughput without a proportional increase in fixed infrastructure. Improved pollination, crop-load management and harvest discipline can also increase the proportion of fruit meeting fresh-market specifications. The strongest gains accrue where orchard development is matched by water availability and sufficient packing capacity.

Cold storage extends the commercial selling window

Controlled-atmosphere storage allows suppliers to spread sales beyond the immediate harvest period and respond to customer replenishment needs. Better temperature management and stock monitoring support higher saleable recovery during extended storage. Investment returns depend on the relationship between later-season prices, energy expenditure, financing costs and fruit condition.

Yellow-fleshed kiwi strengthens value differentiation

Licensed yellow-fleshed cultivars create a distinct proposition through flavour, appearance and coordinated brand development. Growers entering these programmes must align orchard suitability with contractual rights and commercial access. Successful programmes raise revenue per saleable kilogram and support

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closer relationships between variety owners, growers and retailers.

Export diversification broadens the buyer base

Access to additional destinations gives exporters more options for allocating grades, sizes and shipment timing. Phytosanitary documentation, cold-chain execution and destination-specific residue requirements determine whether market access becomes repeat business. Diversification improves bargaining flexibility when demand weakens in an established outlet.

Producer coordination supports direct retail contracts

Cooperatives and integrated exporters can aggregate orchard supply into consistent commercial lots and maintain common quality procedures. This coordination reduces procurement fragmentation and makes larger retail programmes easier to service. Shared investment in certification, grading and traceability strengthens the commercial position of smaller growers.

Restraints

Water and weather exposure disrupt orchard economics

Kiwifruit production depends on reliable irrigation and suitable soil drainage, creating exposure to both water scarcity and excessive rainfall. Flooding, heat stress and other adverse conditions can affect orchard survival, fruit size and subsequent production. Investors must evaluate local water infrastructure and site conditions alongside headline land and planting costs.

Labour and handling costs compress packhouse margins

Harvesting, sorting and packing require timely labour availability during concentrated operating periods. Labour shortages can delay picking or packing and increase the cost of maintaining customer specifications. Automation improves selected operations, but investment economics depend on throughput, product mix and the length of the operating season.

Plant-health risk slows orchard investment

Bacterial canker and other plant-health pressures increase the importance of clean planting material, orchard hygiene and appropriate monitoring. New plantings also face establishment costs before generating substantial commercial revenue. These risks can delay expansion or redirect investment towards rehabilitation and improved management of existing orchards.

Buyer leverage and inventory finance constrain returns

Large buyers can compare Greek offers with competing origins and adjust purchasing as quality and availability change. Suppliers carrying stored fruit must finance inventory while absorbing energy costs, shrinkage and price uncertainty. Strong shipment volumes therefore do not automatically translate into stronger cash generation.

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Greece Kiwi Market Driver and Restraint Impact on Growth

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
European retail demand for reliable Greek kiwi	XXX	XXX	XXX
Orchard maturation lifts saleable kiwi output	XXX	XXX	XXX
Cold storage extends the commercial selling window	XXX	XXX	XXX
Yellow-fleshed kiwi strengthens value differentiation	XXX	XXX	XXX
Export diversification broadens the buyer base	XXX	XXX	XXX
Producer coordination supports direct retail contracts	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Water and weather exposure disrupt orchard economics	XXX	XXX	XXX
Labour and handling costs compress packhouse margins	XXX	XXX	XXX
Plant-health risk slows orchard investment	XXX	XXX	XXX
Buyer leverage and inventory finance constrain returns	XXX	XXX	XXX

Source: XXX

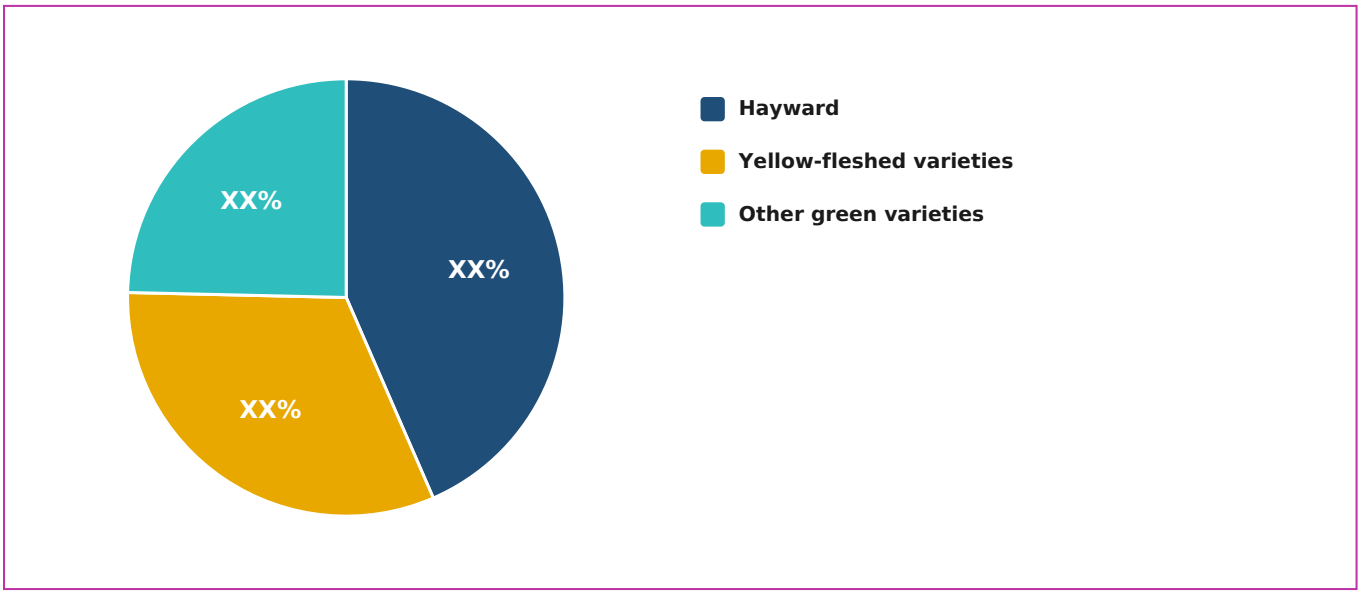
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Greece Kiwi Market Segmentation by Variety, Certification, Packaging and Sales Route

By Variety

Hayward anchors commercial supply because established orchards, handling practices and buyer specifications support large programmes. Yellow-fleshed varieties are the fastest-growing variety group in the forecast, supported by differentiated positioning and coordinated marketing. Their expansion depends on cultivar suitability, licensing terms and access to buyers willing to support a distinct value proposition. Other green varieties serve a smaller role in production and programme diversification.

Value share by variety, 2025



Source: XXX

Value by variety, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Hayward	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Yellow-fleshed varieties	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other green varieties	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Production Certification

Conventional fruit supplies the broadest range of buyers and price positions, including programmes with demanding private residue and sustainability requirements. Certified organic is the faster-growing category, with procurement concentrated in customers able to preserve its differentiated retail proposition.

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Organic performance depends on agronomic execution, segregation and a sufficient price premium after certification and handling costs. Private farm-assurance schemes are tracked separately because they can apply to both categories.

Value by production Certification, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Conventional	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Certified organic	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Packaging Format

Bulk cartons and trays support flexible allocation across importers, wholesalers and retail packing operations. Reusable transport crates are associated with compatible logistics networks and customer handling systems. Consumer-ready packs grow fastest as suppliers undertake more preparation for retail programmes. Packaging profitability depends on labour, material use, line utilisation and the division of packing responsibilities between origin and destination.

Value by packaging Format, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Bulk cartons and trays	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Reusable transport crates	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Consumer-ready packs	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

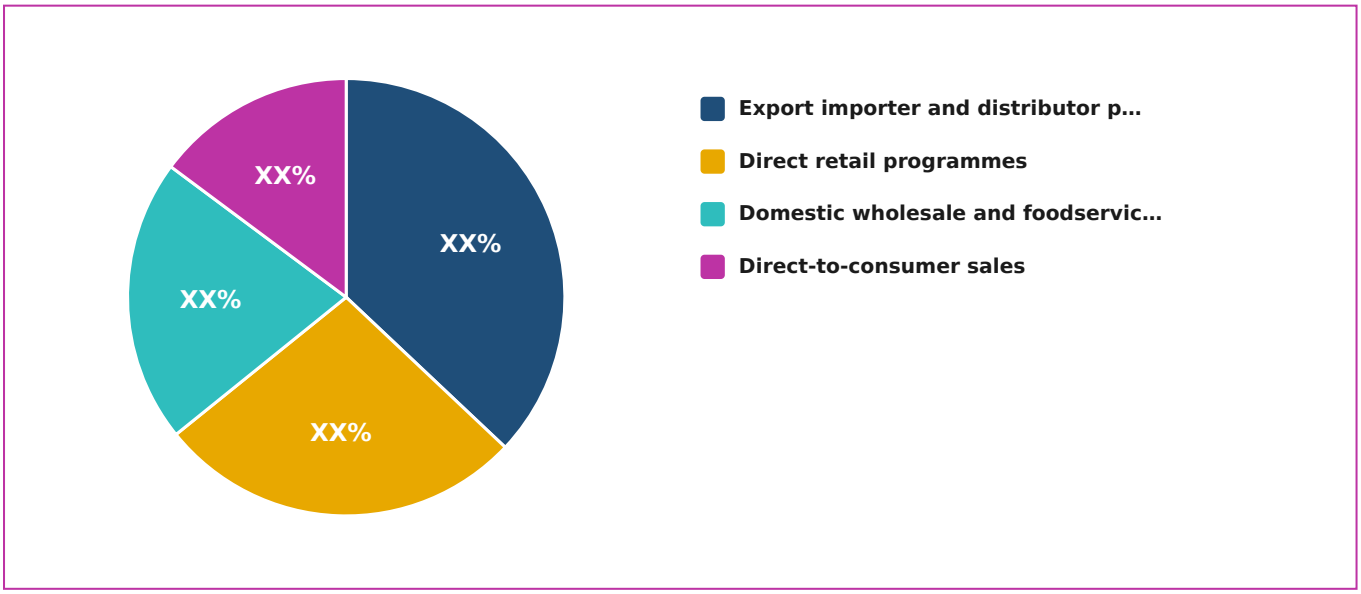
Source: XXX

By Sales Route

Importer and distributor programmes remain the largest sales route because they aggregate destination knowledge, customer access and local logistics. Direct retail programmes are the fastest-growing route, offering closer demand visibility while requiring stronger specification management and service reliability. Domestic wholesale remains important for allocating suitable grades and serving local consumption. Direct-to-consumer sales occupy a small, distinct position and exclude the subsequent resale activity of other channels.

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Value share by sales Route, 2025



Source: XXX

Value by sales Route, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Export importer and distributor programmes	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Direct retail programmes	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Domestic wholesale and foodservice distribution	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Direct-to-consumer sales	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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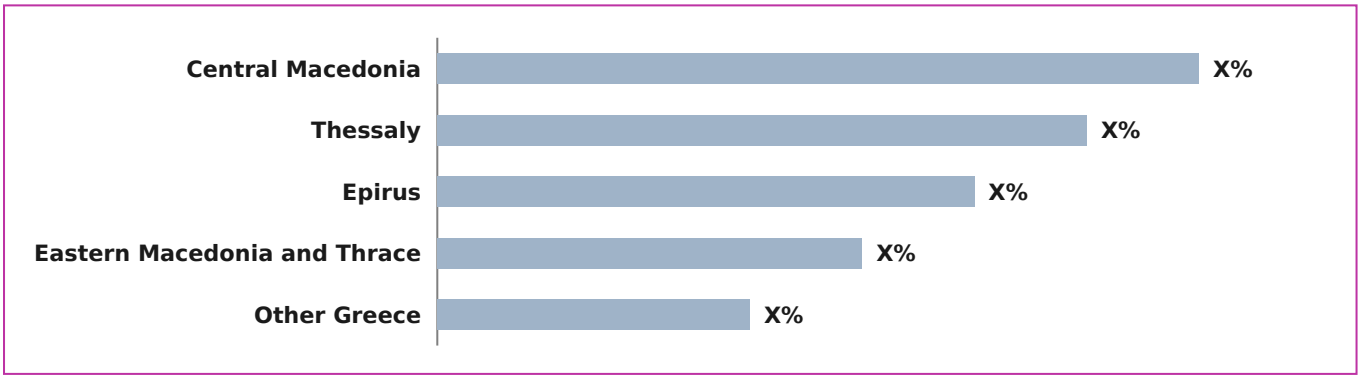
Greece Kiwi Market Regional Analysis and Export Country Outlook

Central Macedonia contributes XX% of Greece’s kiwi market value, supported by the interaction of orchard supply, packing operations and export logistics. Pieria and Imathia form important commercial production and aggregation areas within the regional analysis. For buyers, the region offers scope to consolidate procurement and build programmes around established handling infrastructure. Its investment priorities centre on consistent quality, storage efficiency and reliable orchard sourcing.

Thessaly accounts for XX% of market value, with the Larissa production area forming an important part of the supply base. Its commercial outlook depends on orchard productivity, irrigation security and the management of weather-related disruption. Epirus contributes XX% and records the fastest regional growth at XX%, reflecting the expansion potential assigned to its orchard base in the shev.io Research forecast. Around Arta, project selection should connect agronomic suitability with access to packhouses and contracted customers.

Eastern Macedonia and Thrace contributes XX%, while Other Greece supplies XX%. The regional opportunity is broader than acreage growth: consistent post-harvest handling can improve the value recovered from existing production. Export-country analysis is presented separately from production geography, distinguishing European redistribution centres from final-consumption markets. This separation helps buyers interpret customs flows without treating every border movement as new Greek production.

Growth rate by region, 2025-2031



Source: XXX

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Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Central Macedonia	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Thessaly	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Epirus	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Eastern Macedonia and Thrace	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other Greece	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

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Greece Kiwi Market Competitive Landscape and Company Share

Greece’s kiwi market has moderate concentration at the first-sale packing and exporting stage. Competition spans producer organisations, integrated growers and packers, and independent exporters sourcing fruit from multiple orchards. Protofanousi Fruits, Zeus Kiwi, Mitrosilis and Kolios are included in the supplier assessment, with comparisons focused on orchard relationships, commercial programmes, packing capabilities and export positioning. Orchard ownership alone is an incomplete measure of competitive strength because contracted supply and quality control influence available commercial volume.

International companies occupy different positions in the value chain. Jingold and Zespri provide relevant benchmarks for varietal commercialisation and coordinated marketing, while Greenyard and Orsero illustrate the requirements of large international distribution networks. Their profiles are distinguished from domestic supplier-share calculations; downstream resale revenue and foreign-grown fruit are excluded from the Greek market denominator. This keeps company comparisons commercially useful without double-counting the same fruit.

Strategic advantage rests on control of consistent supply, post-harvest recovery and customer access. Capacity additions are assessed by usable throughput and storage performance, while acquisitions and partnerships are evaluated through ownership disclosures and their effect on sourcing or distribution. The report’s transaction register separates announced projects from commissioned assets, and its company profiles distinguish reported group results from Greek-kiwi-specific commercial assumptions.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Protofanousi Fruits	XXX	XXX	XXX	XXX
Zeus Kiwi	XXX	XXX	XXX	XXX
Mitrosilis	XXX	XXX	XXX	XXX
Kolios	XXX	XXX	XXX	XXX
Jingold	XXX	XXX	XXX	XXX
Zespri International	XXX	XXX	XXX	XXX
Greenyard	XXX	XXX	XXX	XXX
Orsero	XXX	XXX	XXX	XXX

Source: XXX

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Greece Kiwi Market Forecast and Investment Opportunities

Greece’s kiwi market reaches EUR XXX by 2031 as marketed fresh volume rises to XXX tonnes and the product mix supports stronger average realisations. Hayward remains the main volume platform, while yellow-fleshed varieties and certified programmes provide additional routes to value growth. The commercial objective is to improve revenue recovered from each harvested lot through better grading, storage and customer allocation.

The strongest investment cases connect orchard development with committed packing capacity and identifiable demand. Storage projects require an explicit assessment of incremental selling value after fruit deterioration, financing and operating costs. Retail programmes reward disciplined specifications and dependable availability, making traceability and quality-management systems central to supplier selection.

The upside scenario combines stronger saleable yields, successful premium-variety development and broader export access. The downside scenario centres on weather-related output losses, weaker buyer pricing and higher inventory costs. Scenario analysis therefore evaluates cash conversion and margin resilience alongside market value, giving investors a practical basis for sequencing orchard, packhouse and commercial investment.

Opportunities

- Buyer-backed yellow-fleshed kiwi programmes
- Packhouse modernisation and automated quality grading
- Controlled-atmosphere storage linked to measured inventory profitability
- Certified organic supply with documented residue and segregation controls
- Destination-specific export programmes beyond established European outlets
- Traceability systems that connect orchard lots, packing results and customer claims
- Climate-resilient orchard rehabilitation and water-management services

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