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FOOD AND BEVERAGES INDUSTRY



FACTS & FIGURES 2015

IOBE researchers:

Thomaidou Fotini

Stavraki Sofia

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INTRODUCTION

The role of the domestic food industry is fundamental for the Greek manufacturing industry and more broadly for the Greek economy. The Greek Food industry is one of the most important sectors of the domestic economy and a driving force of the Greek manufacturing, which significantly affects total production. The Greek Food and Drink industry is a dynamic, competitive and extrovert industry, with significant investment activity in Greece, the Balkans and throughout Europe. The industry retains, even in the prolonged recession of the Greek economy, its fundamental role and remains a growth driver.

The direction of the domestic food and beverage industry must be such that it promotes openness and extraversion, product quality and the brand name for Greek food. The effective coordination and closer cooperation of the industry's representatives can contribute to improving the promotion of the Greek products and to ensure the implementation of a long-term planning for the development of the industry, through the properly designed distribution channels. Promoting the quality and diversification of the Greek / Mediterranean cuisine, linking the food industry with the domestic agricultural production, but also with the services sector, such as restaurants, hotels, and tourism in general, promoting the synergies inside the sector, are all crucial steps for the supporting the Greek food products, by adding value and a dynamic for exports.

Improving the competitiveness of Greek food industry and enhancing human resources, skills and the degree of specialization is another important factor for remaining a leading industry. Employment in the industry includes a broad range of disciplines and expertise in manufacturing and other fields. New technologies, innovation, research and development lead the trends at all stages of production and distribution in the food industry. The rapid changes make it necessary for the human capital of the sector to adapt quickly, flexibly and effectively to these changes and new requirements in the context of international competition.

The report for the Greek food and beverages industry is annually published by IOBE since 2004, in cooperation with the Association of Greek Food Industries (SEVT), contributing to the systematic monitoring of the food and beverage industry. The report presents the structural facts and figures of the sector and its sub-sectors, the developments and trends of the Greek, but also the European food and drink industry.

The structure of the report is as follows. The first section presents the main structural figures of the food and beverage industry, and its sub-sectors, as well as recent changes in various short-term indicators. The second section presents the latest figures for the final consumption of households. The third section analyzes the main, recent trends of employment in the sector, and the sub-sectors. The fourth section presents the recent trends of prices of the sector and its sub-sectors, as they are reflected in the consumer price index and producer price indices. The fifth section discusses the prevailing trends in foreign trade of food and beverages. Finally, the sixth section lists the latest trends of basic financial figures of the sector and sub-sectors, based on the most recent accounts of SAs and LTDs of the industry.