The Greek eCommerce landscape
Chase Buckle
Head of Global Trends
Agenda

01. The Greek consumer
02. eCommerce is mainly a research tool
03. The need to build trust
04. The beginning of a journey
05. Key takeaways
Who is GWI?
Leading provider of consumer insights, and home of the world’s largest study on the digital consumer.
47 countries

550k+ interviews per year

22M+ panelists
We delve into a broad range of topics
We can explore the full buyer’s journey

- Brand discovery
- Online product research habits
- Online purchase drivers
- Brand advocacy

- Expectation of brands
- Purchasing attitudes
- Brand interactions
- Brand and product preferences
The Greek consumer

Setting the scene
The Greek online consumer

**Age**
- 16 to 24: 18%
- 25 to 34: 19%
- 35 to 44: 24%
- 45 to 54: 23%
- 55 to 64: 16%

**Income**
- Low: 32%
- Medium: 25%
- High: 32%

**Relationship**
- Married: 53%
- Unmarried: 47%
Time spent online

Average time spent online per day in h:mm

- Turkey: 07:57
- Russia: 07:51
- Romania: 07:48
- Portugal: 07:17
- Poland: 06:49
- Ireland: 06:36
- Italy: 06:27
- UK: 06:24
- Sweden: 06:21
- Greece: 06:08
- Austria: 06:05
- Spain: 06:00
- Switzerland: 05:52
- Belgium: 05:39
- France: 05:34
- Germany: 05:32
- Denmark: 05:26
- Netherlands: 05:11
Daily media behavior

Average time spent online per day in hh:mm

**Digital**
- Social media: 1:51
- Online press: 1:11
- Music streaming: 0:58
- Online TV: 0:55

**Analogue**
- Broadcast TV: 2:05
- Radio: 1:27
Economic confidence: personal finances

Average score, with +1 being optimistic and -1 being pessimistic

- Sweden: 0.25
- Turkey: 0.18
- Switzerland: 0.12
- Netherlands: 0.12
- Ireland: 0.1
- Germany: 0.07
- Russia: 0
- Denmark: 0
- Austria: 0
- Belgium: 0
- France: -0.01
- UK: -0.04
- Romania: -0.04
- Portugal: -0.07
- Spain: -0.11
- Italy: -0.16
- Poland: -0.17
- Greece: -0.26
Price sensitivity

% of Greek consumers who agree with the following statements

- "I research a product online before buying it": 74%
- "I spend time looking for the best deals": 71%
- "I use discount codes or coupons": 56%
- "I trust what online reviews say about products/services": 39%
Desire for value transcends income

% who agree with the following statements

“I spend time looking for the best deals”
- Low: 71%
- Middle: 70%
- High: 73%

“I research a product online before buying it”
- Low: 69%
- Middle: 76%
- High: 79%
Price sensitivity does not mean cheap

% who would rather do the following

**Sale vs full price**
- Full price now: 17%
- Wait for sale: 83%

**Brand loyalty**
- Pay more for a brand you know: 37%
- Pay less for a cheaper own-brand product: 63%

**Eco-premiums**
- Pay more for eco-friendly: 63%
- Pay less for non eco-friendly: 37%
Ecommerce is mainly a research tool
Retail sites carry less weight in Greece

% who did the following in the past month

- Searched for product or service you want to buy: 91%
- Purchased a product online: 77%
- Visited an online retail site or store such as Amazon: 73%
Brand discovery: Retail websites vs product brochures

% who discover brands via online retail sites / product brochures
Social media is a popular research tool

% who say researching products is a main reason for using social media

Turkey: 41
Greece: 40
Romania: 32
Poland: 32
Russia: 28
Portugal: 27
Spain: 25
Italy: 24
Ireland: 22
Sweden: 21
Austria: 16
Denmark: 18
Switzerland: 18
Belgium: 17
Netherlands: 17
Germany: 17
France: 16
UK: 15
Facebook dominates product research

% who use these platforms to follow/find information about products and brands

- Facebook: 45%
- Instagram: 33%
- Pinterest: 13%
Greeks buy less items online, but are doing more research vs Europe

Likelihood of buying online & researching online before buying compared to European average

<table>
<thead>
<tr>
<th>Category</th>
<th>Buying online</th>
<th>Researching online before purchasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery</td>
<td>As likely</td>
<td>+22%</td>
</tr>
<tr>
<td>Pharma/medicine</td>
<td>As likely</td>
<td>+11%</td>
</tr>
<tr>
<td>Personal care</td>
<td>-5%</td>
<td></td>
</tr>
<tr>
<td>Apparel</td>
<td>-10%</td>
<td></td>
</tr>
</tbody>
</table>

As likely Buying online

+22% Researching online before purchasing

As likely Buying online

+11% Researching online before purchasing

-5% Buying online

-10% Buying online

+14% Researching online before purchasing

+22% Researching online before purchasing
The need to build trust
Most people prefer online shopping

% who prefer to shop online/in store

- 16-24: 45% online, 55% in store
- 25-34: 31% online, 69% in store
- 35-44: 42% online, 58% in store
- 45-54: 41% online, 59% in store
- 55-84: 59% online, 41% in store
Online trust issues

% who agree with the following statements

- Worry about how companies use their personal data: 49%
- Feel in control of their personal data: 25%
- Use the internet to manage finances: 23%
Cash on delivery reveals trust issues

% who say the ability to pay with cash on delivery would increase their likelihood of buying online

All consumers: 36%

16 to 24: 31%
25 to 34: 29%
35 to 44: 36%
45 to 54: 38%
55 to 64: 43%
Convenience and flexibility can overcome trust issues

% who say following would increase their likelihood of buying online

- Free delivery: 74%
- Coupons and discounts: 55%
- Quick/easy online checkout process: 48%
- Reviews from other customers: 47%
- Loyalty points: 42%
- Easy returns policy: 37%
- Cash on delivery: 36%
- Next-day delivery: 33%
- "Guest" check-out: 30%
- Entry into competitions: 25%
- Spread payments over time: 23%
The beginning of a journey
Older European countries experienced the most change

% growth in monthly mobile payment usage in Europe (Q4 2019-Q4 2020)

16-24: +13%
25-34: +16%
35-44: +12%
45-54: +28%
55-64: +25%

Growth in online grocery purchasing
% of Gen X/Boomers in Europe who purchased grocery online last month

Q4 2019: 20%
Q1 2020: 20%
Q2 2020: 23%
Q3 2020: 24%
Q4 2020: 25%

+21% growth since pre-covid
Talking points

- A large share of brand discovery behaviors are about to migrate online
- Research, the most time-intensive part of the Greek purchase journey is already firmly online
- Converting research to purchase requires easing concerns around fulfilment, financial security and personal data
Want to know more?

Giannis Stoubos  
Tailwind, Chief Revenue Officer  
giannisst@tailwindemea.net

Chase Buckle  
Head of Global Trends  
chase@globalwebindex.com