

# Greeks & Online Super Markets

during Covid-19

National Study



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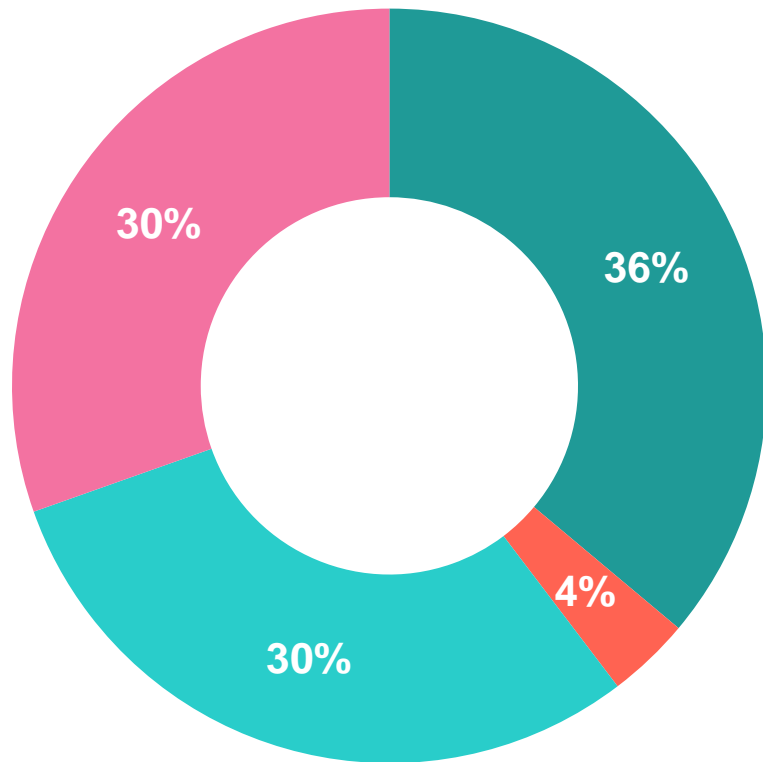


May 2021

# Study id

- ✓ Online Quantitative Study (CAWI)
- ✓ Via YouGov panel
- ✓ Men and Women, 18-74 years old, Total Greece
- ✓ Sample: 1.143 participants
- ✓ Fieldwork: April 2021
  
- ✓ International data: by YouGov, Affiliate Partner of Focus Bari (<https://www.focusbari.gr/yougov/συνεργασία-με-yougov>)

40% of respondents have experienced purchasing Super Market\* products online, with an additional 30% considering the possibility to try it in the future

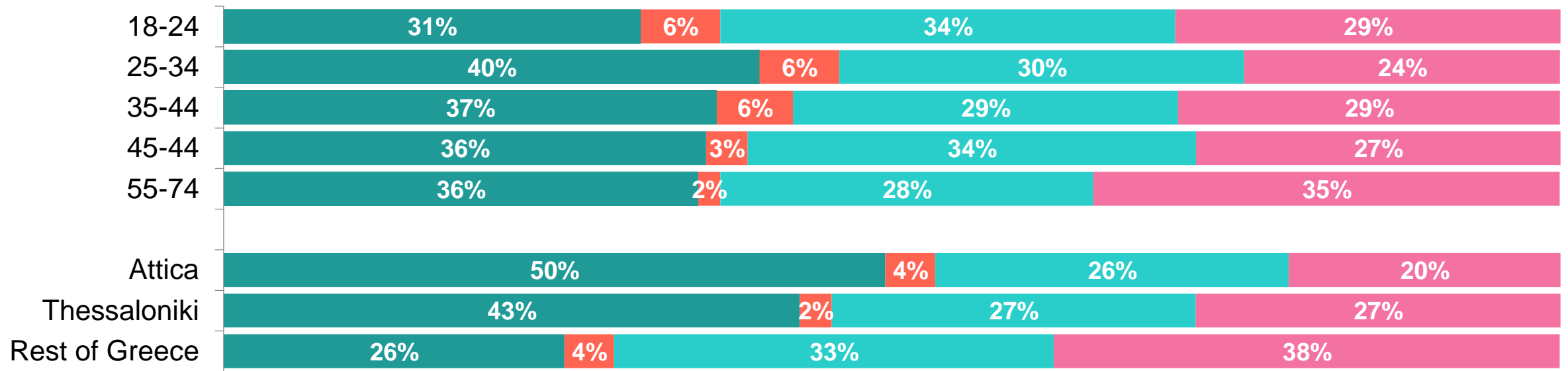


- They do Super Market shopping online (frequently or occasionally)
- They did Super Market shopping online in the past, but they have no intention to shop online again
- They have NEVER shopped Super Market online, but they have the intention to do so
- They have NEVER shopped Super Market online and they have NOT the intention to do so

*\*The question included super markets that have both physical and online presence (e.g.. AB Vasilopoulos, Sklavenitis etc.), super markets that have exclusively online presence (e.g. E-Fresh.gr), as well as, food delivery apps that offer the possibility to order from associated super market (e.g. E-Food, Wolt etc.)*

Online Super Market shoppers are mainly millennials (25-34 years old), while most millennials who are not online Super Market shoppers yet, are generally more positive to do so, taking into account the net score of those who would consider vs. those who wouldn't by age group

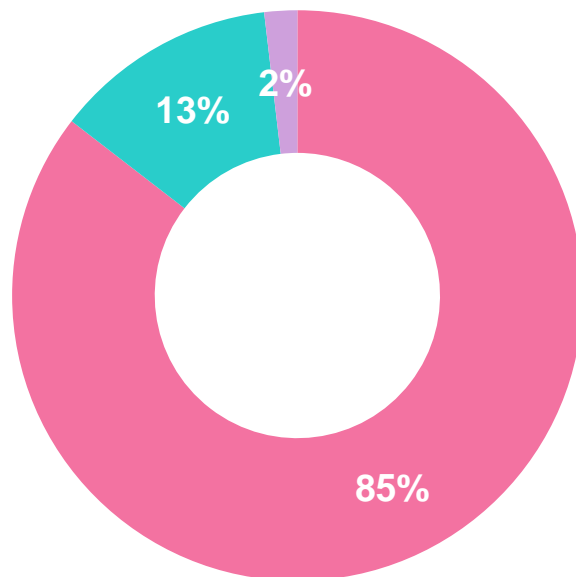
As expected, citizens of Attica & Thessaloniki have generally more experience with online Super Markets, due to the greater availability of such options



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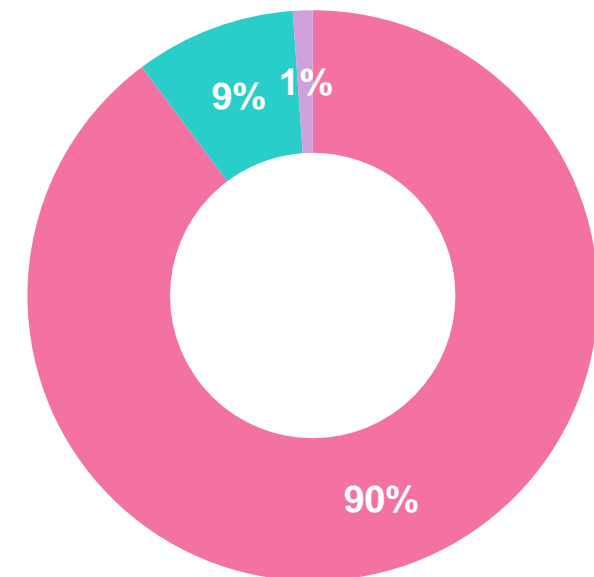
During the pandemic 13% made their Super Market shopping mainly online. After the pandemic 9% of respondents stated that the intent to continue shopping from online Super Markets vs. their physical stores

Main way of Super Market shopping during the pandemic



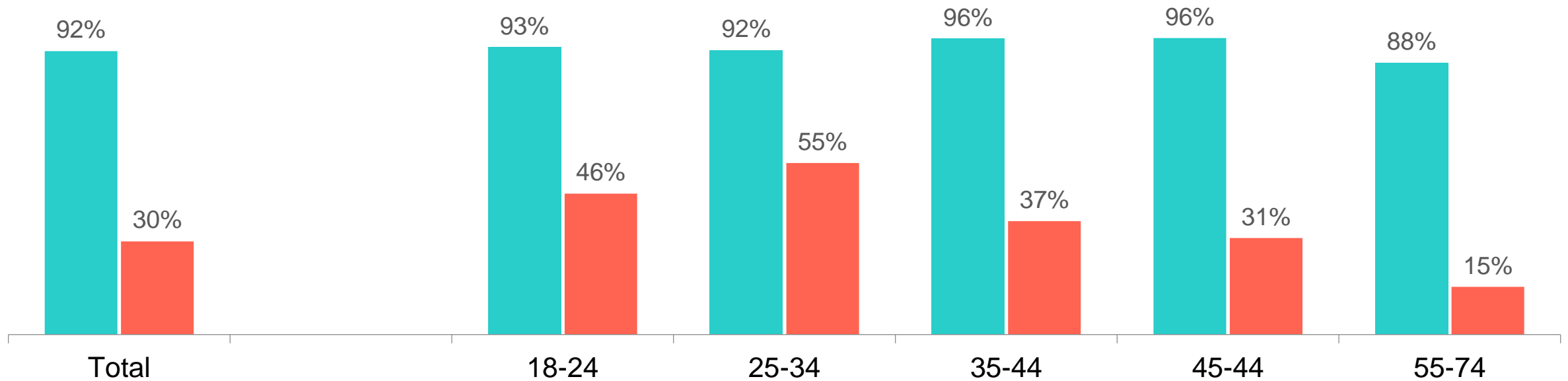
- Mainly by visiting the Super Market (physical)
- Mainly by ordering online via Super Market websites or apps and delivery at home
- Mainly via other method (e.g. order by telephone, friends/family shopping for them)

Main way of Super Market shopping they intent to adopt after the pandemic



More than 9 out of 10 have made their online shopping directly from the sites of the Super Markets. Overall, a somewhat less than 1 out of 3 have made an order for Super Market products via a food delivery app (such as e-food, Wolt etc.).

1 out of 2 within the age of 18-34 have tried ordering via an app



■ Have made Super Market shopping directly via the site of a SM chain \*

■ Have made Super Market shopping via a food delivery app



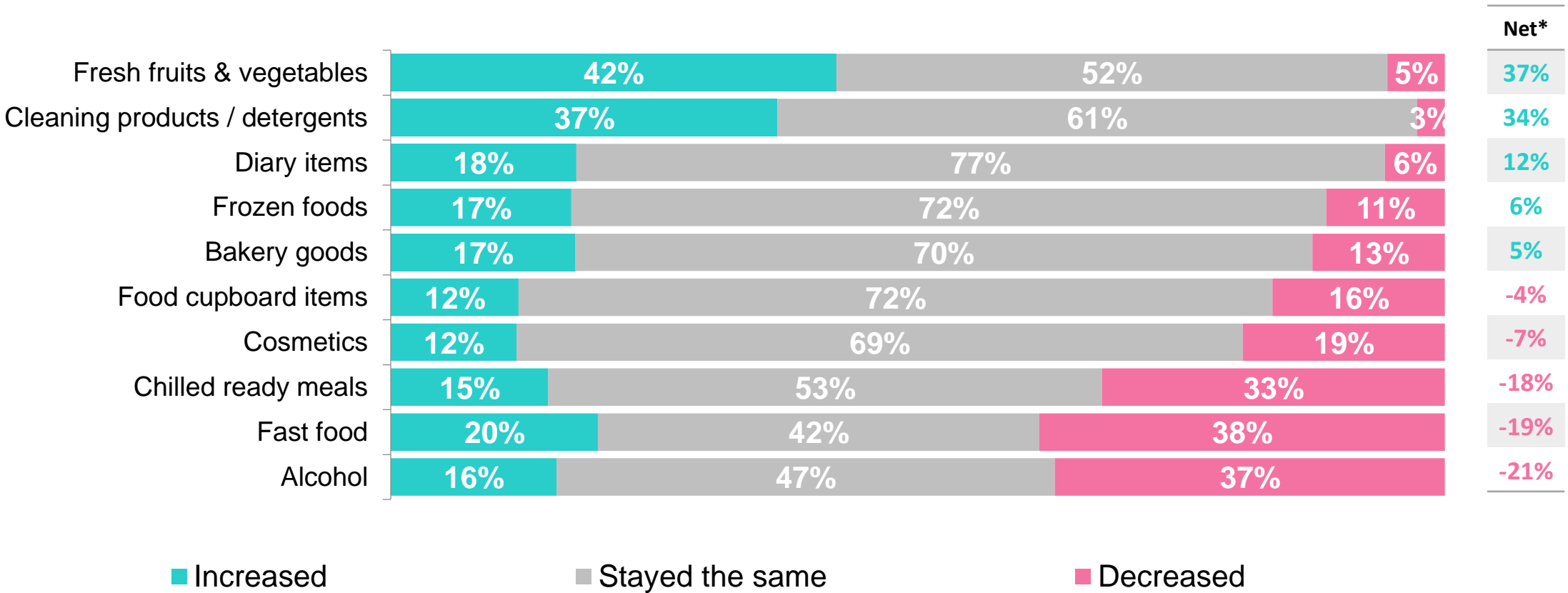
# How has the pandemic affected consumption?

In the following pages there are data on consumption of specific product categories and comparison with the results of a global study conducted by YouGov in 17 countries \*

*\*Australia, France, Germany, Denmark, India, Indonesia, Spain, Italy, UAE, United Kingdom, USA, China, Mexico, Poland, Singapore, Sweden, Hong Kong*



During the pandemic more than 1 out of 3 Greeks increased consumption of fresh fruits & vegetables, as well as, consumption of cleaning products / detergents  
 Notable decrease is recorded in the consumption of chilled ready meals, fast food and alcohol



\*Net score = The difference of increase vs. decrease

Base: Those who consume each category

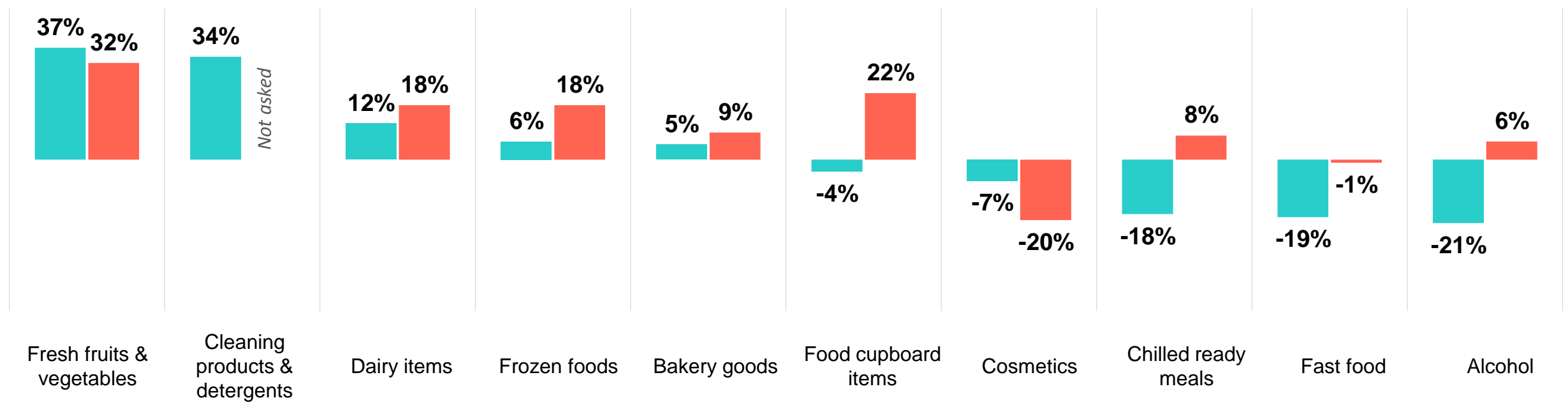


# A similar increasing trend in the consumption of fresh fruits & vegetables and dairy items is recorded while comparing Greece with global data

Major differences are recorded in the consumption of chilled ready meals and alcohol where there is an increase globally, in contrast to the decreased consumption in Greece

## % Net scores\*

■ Greece  
■ Global (17 countries)



\*Net score = The difference of increase vs. decrease

Base: Those who consume each category

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More info? [kampouris@focus.gr](mailto:kampouris@focus.gr)



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