

# Greeks & Home : An evolving Relationship



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We are deeply grateful



# My Sources



The subscription research of Focus Bari since 1995, which monitors the relationship of the Greeks with technology & the internet



20+ surveys per year in a variety of topics that concern the Business Community

National online survey in 1000 adults aged 18-64 which was conducted in November 2022 exclusively for the **13<sup>th</sup> DIY & HI 2022**



Continuous Measurements of opinions, mindset & daily habits of Greeks & other 55 countries, in a multitude of topics & markets

# We will see:

Social  
Issues



Opinions &  
Mindset



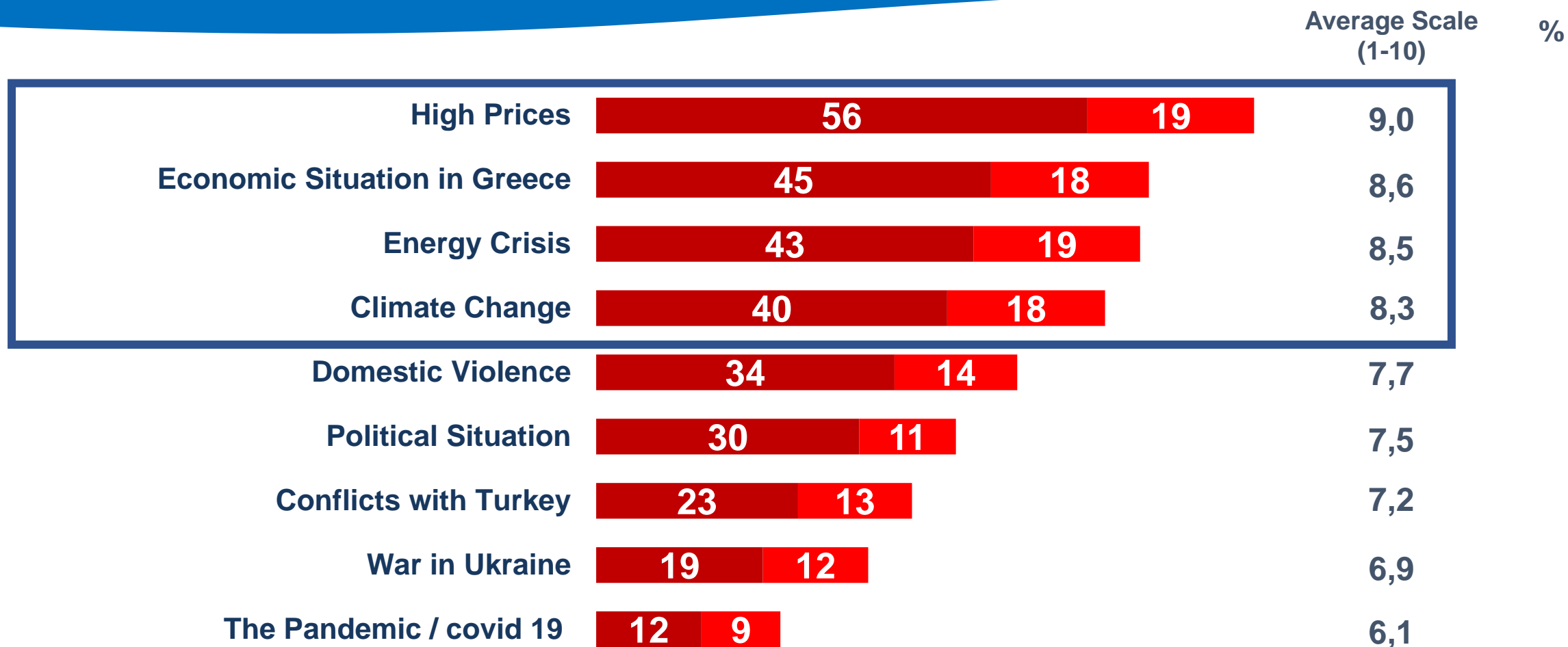
The relationship  
with the house



# Issues that concern the Greek Society nowadays



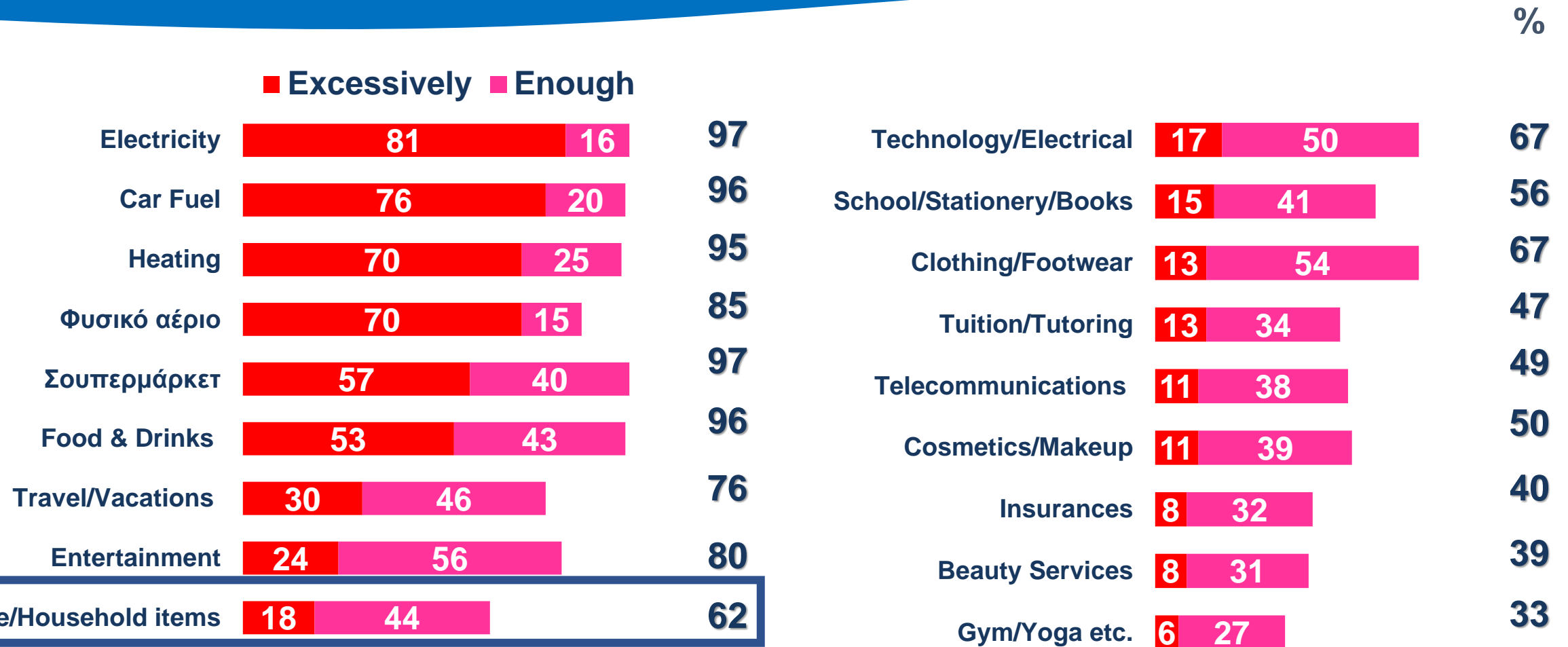
# High prices, the economic situation, the energy crisis and the climate change constitute the “top 4” concerns of Greeks nowadays



■ Concern Rate 10/10

■ Concern Rate 9/10

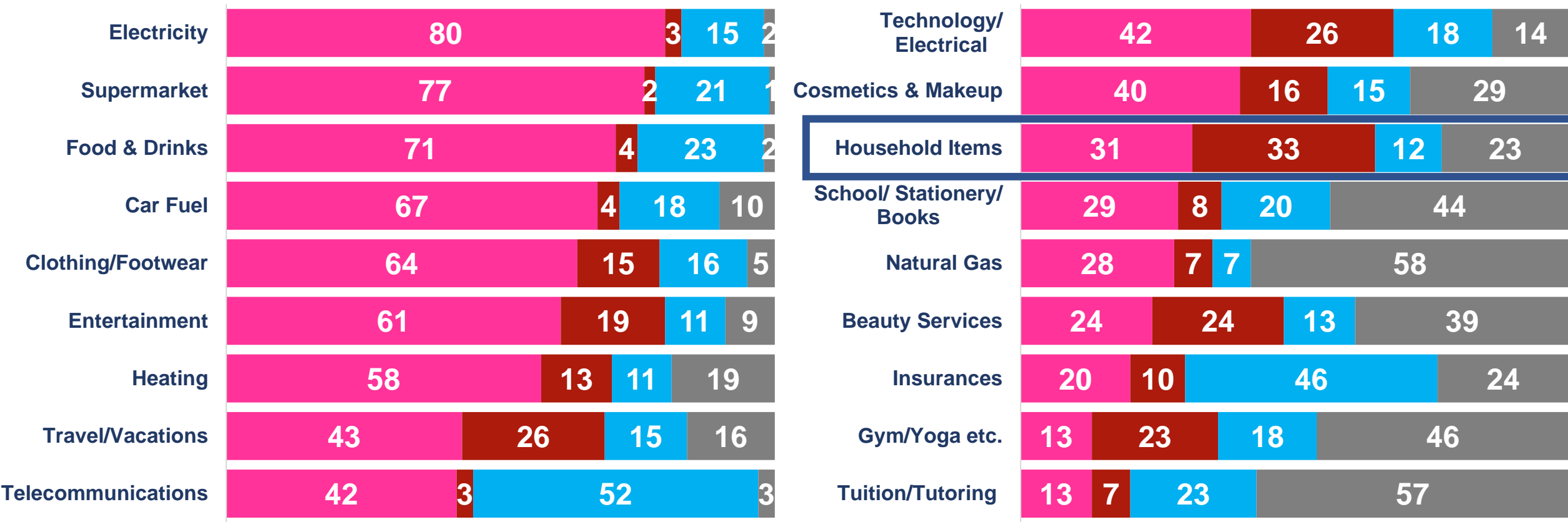
# Electricity, household and car fuel, as well as supermarket goods/ foods and drinks are perceived to have become much more/quite more expensive\* according to almost all Greeks



\*Options: the price has risen excessively, quite a lot, remained the same, don't know

# Due to high price increases, Greeks have lowered consumption or cut down completely consumption of even basic household goods

%

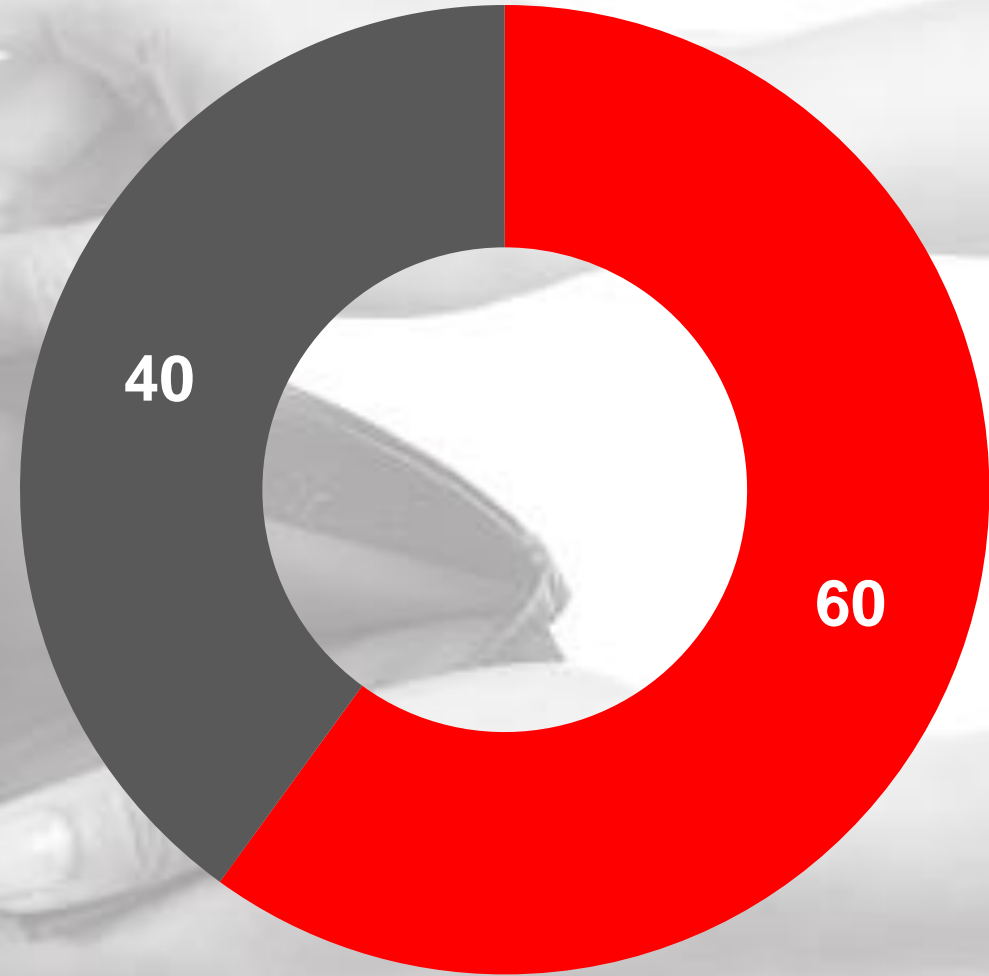




Q. “Did you make these cuts as precaution or because your income is not enough?”

**Almost  
all (97%)**

Greeks state that they have made at least one expenditure cut from the 18 categories examined, mainly because their income is not enough and secondly for precautionary reasons



%

■ Income is not enough

■ Precaution

Along with high prices, climate change is also recognized as a huge issue

85%

Believe that the planet's is changing drastically!

87%

Consider it to be a serious and dangerous problem for the whole world

And while until recently it seemed as “something distant” ...

64%

Climate change will have serious effects in the near future

62%

The effects of climate change are now visible

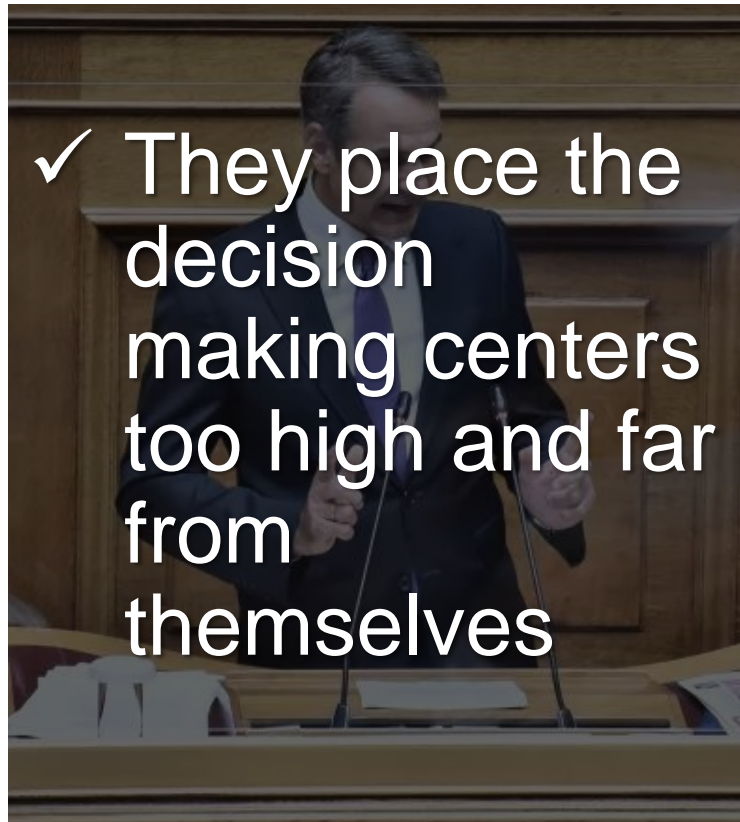
# #1. Takeaway

- ✓ Greeks nowadays are faced with many issues
- ✓ High prices, war, violence, insecurity, but also...
- ✓ Environmental disaster/ Climate change
- ✓ **Climate change & high prices are also the two main concerns of all Europeans**

# Opinions & Mindset



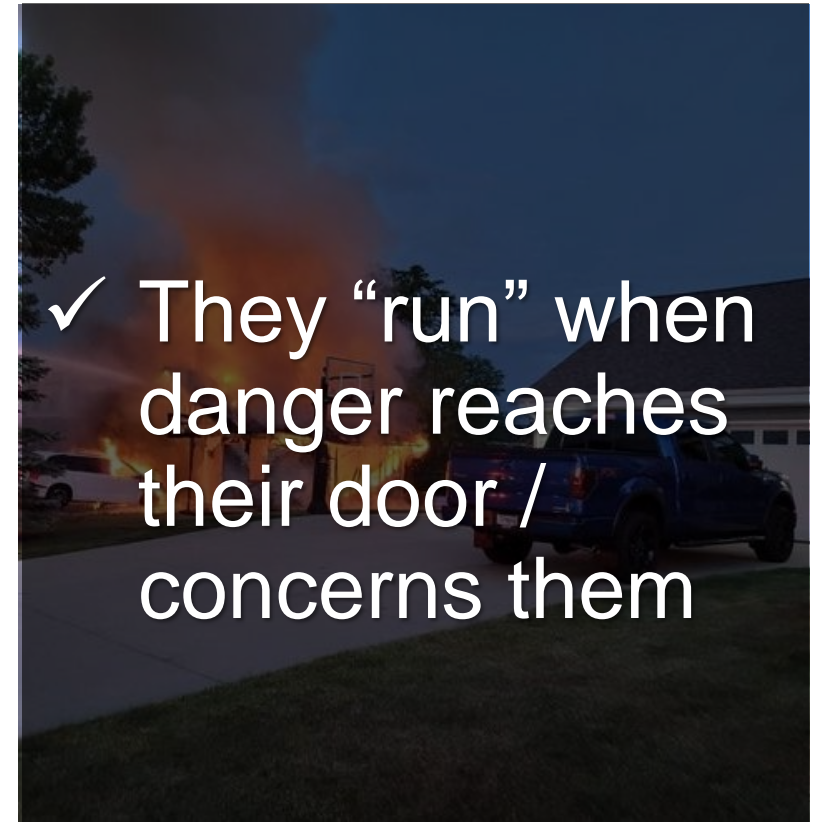
# Throughout time, local & national studies show that Greeks have three widespread characteristics:



- ✓ They place the decision making centers too high and far from themselves

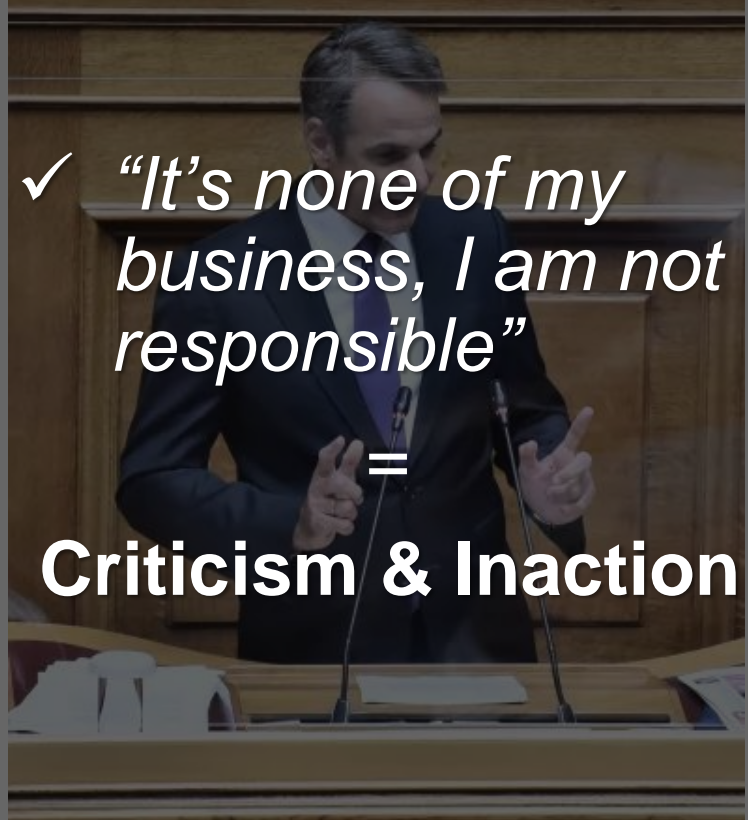


- ✓ They are getting ready at the last minute



- ✓ They “run” when danger reaches their door / concerns them

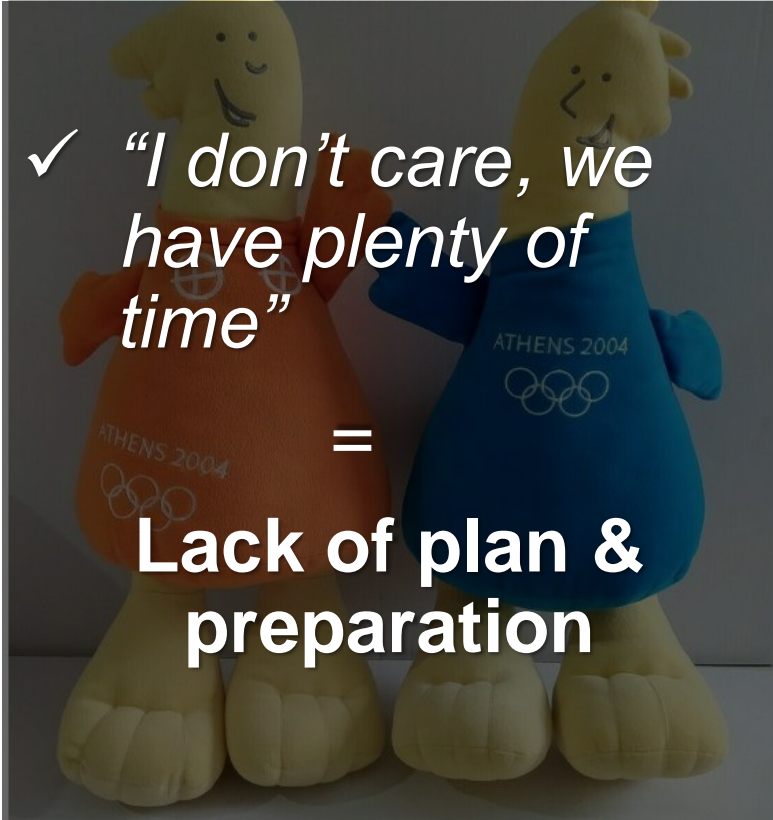
# These widespread data of national culture lead to specific attitudes & behaviors



✓ *“It’s none of my business, I am not responsible”*

=

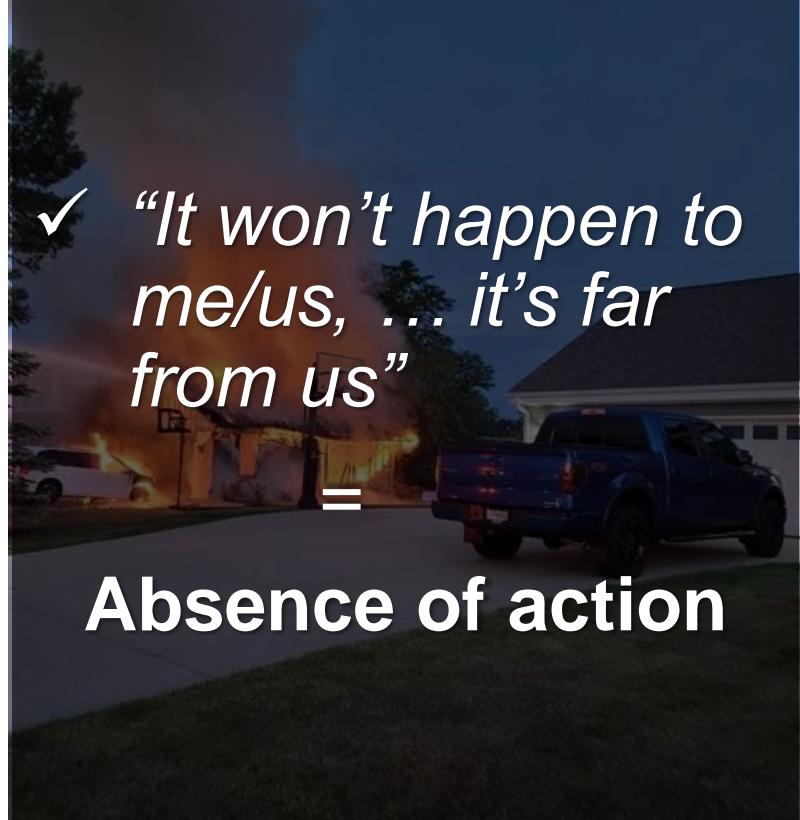
**Criticism & Inaction**



✓ *“I don’t care, we have plenty of time”*

=

**Lack of plan & preparation**



✓ *“It won’t happen to me/us, ... it’s far from us”*

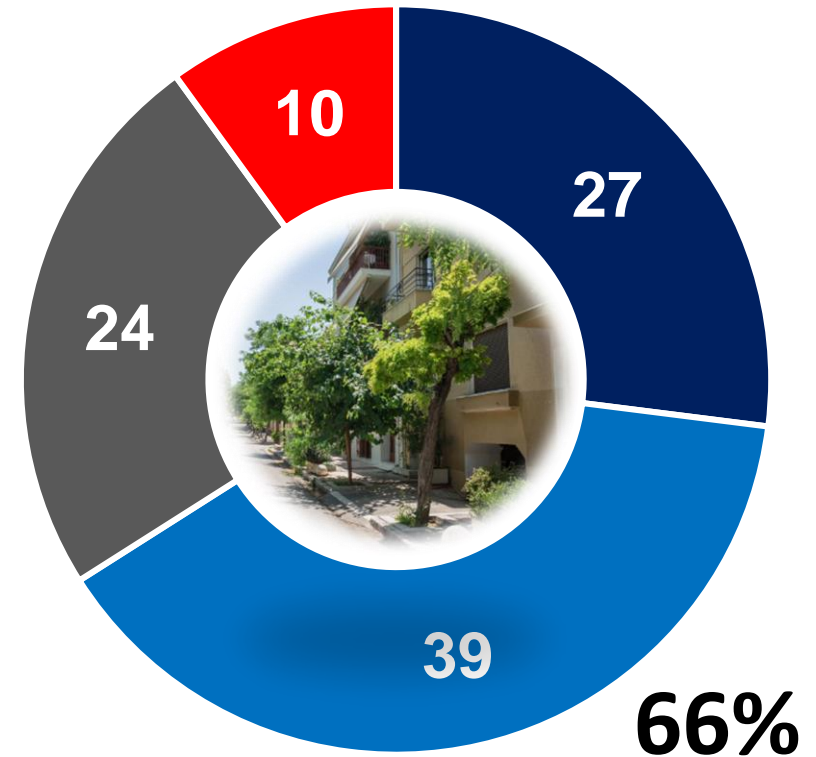
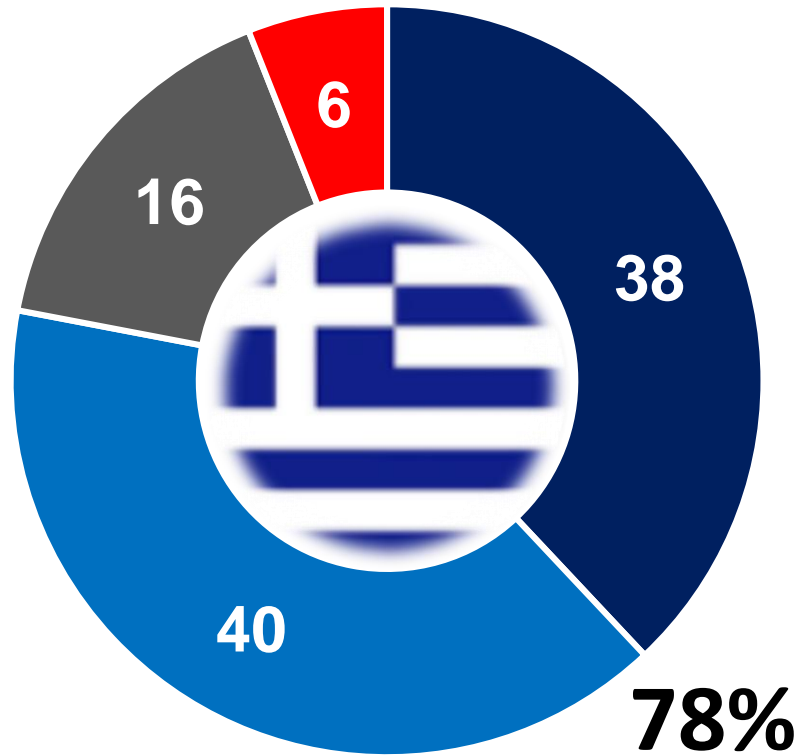
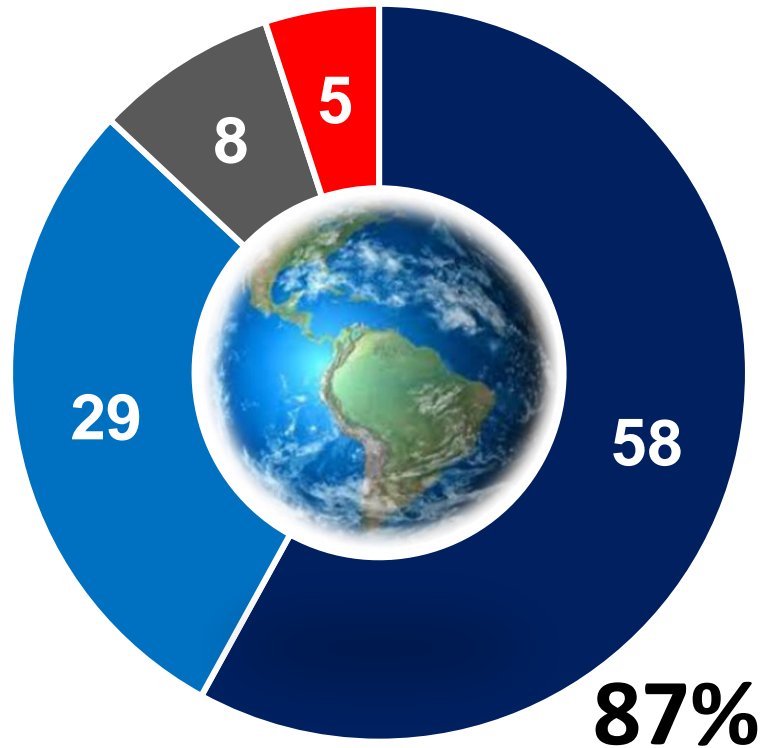
=

**Absence of action**

# This is why the perceived seriousness of climate change **decreases** when the question concerns our **country**, and even more so when it concerns their **neighborhood**

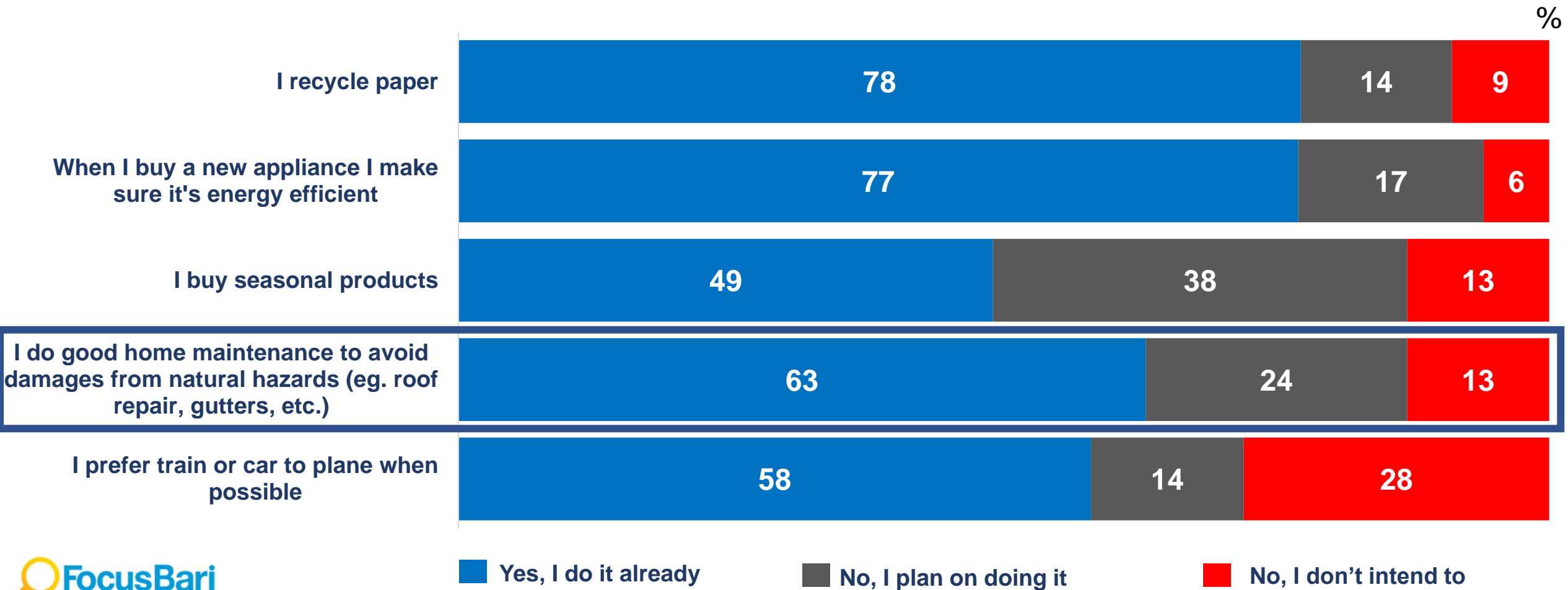
*“How serious or not do you believe the problem of climate change to be for...?”*

%



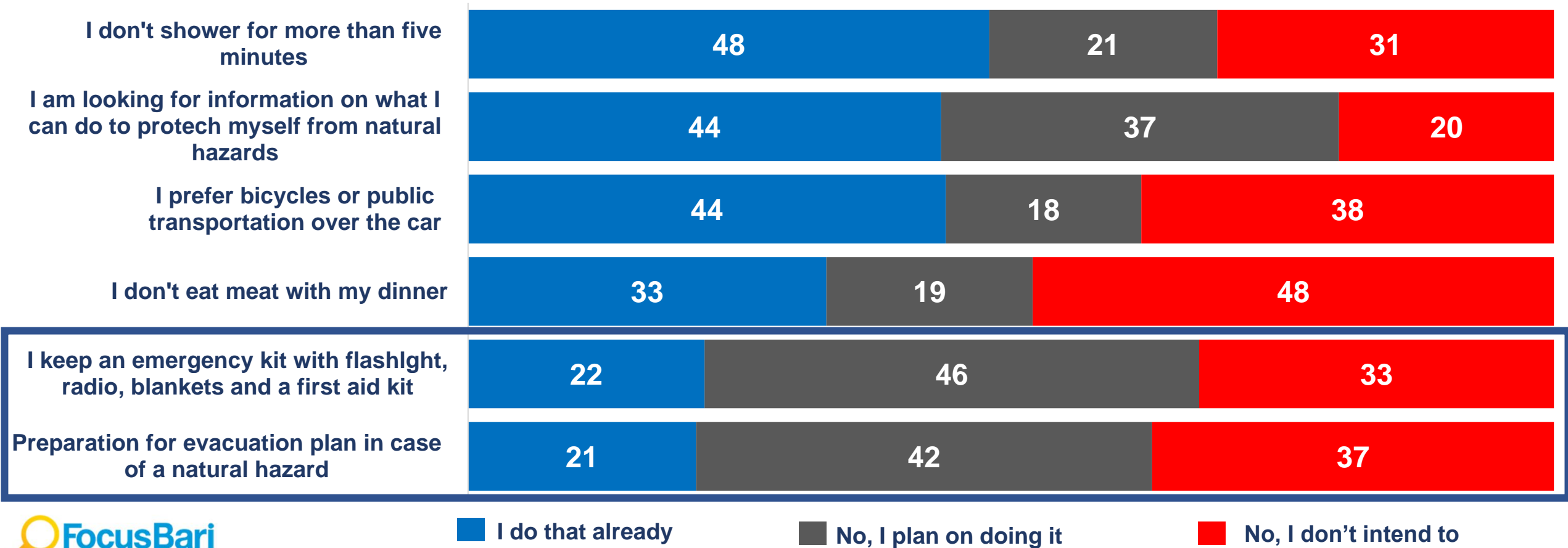


Nevertheless, they state that they have already adopted some environmentally friendly behaviors, and...



...some others they mainly intend to adopt in the future, yet a considerable proportion does not intend to!

%



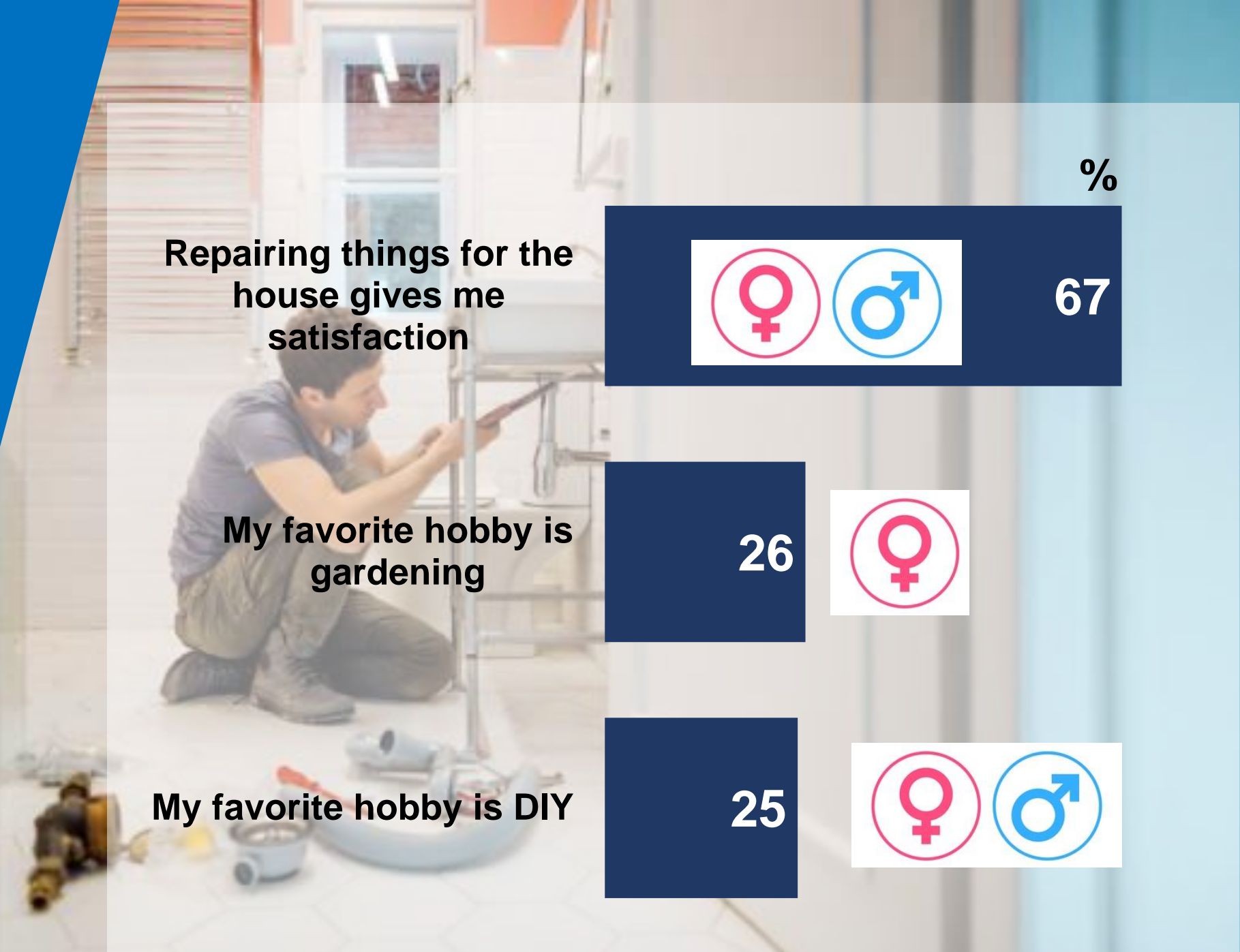
## #2. Takeaway

- ✓ Greeks maintain a “**last minute**” culture and...
- ✓ Deal with issues when they have already “**reached their door**”
- ✓ It is **more about the economy & house safety rather than the ecology** that will drive us towards effective home improvement actions

# The relationship with the house



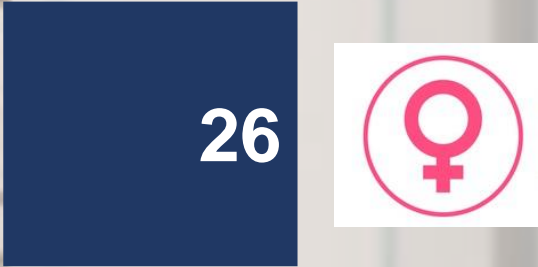
The ratio of Greeks who engage with home improvements and housecare is considerable



Repairing things for the house gives me satisfaction



My favorite hobby is gardening

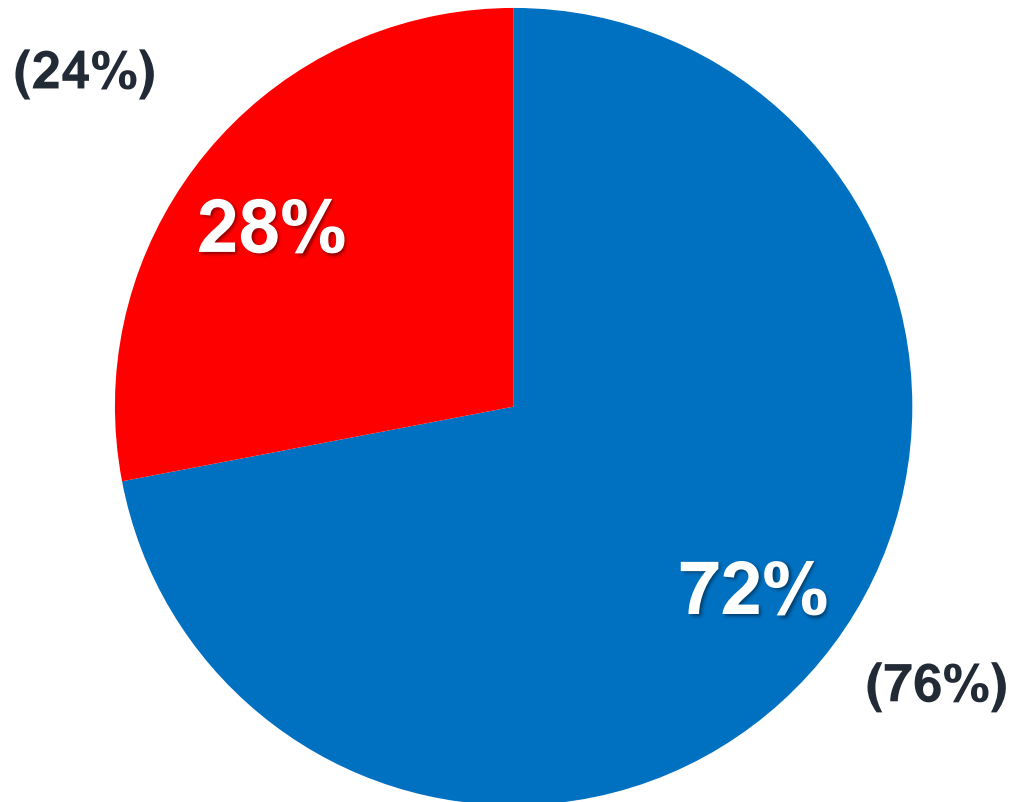


My favorite hobby is DIY

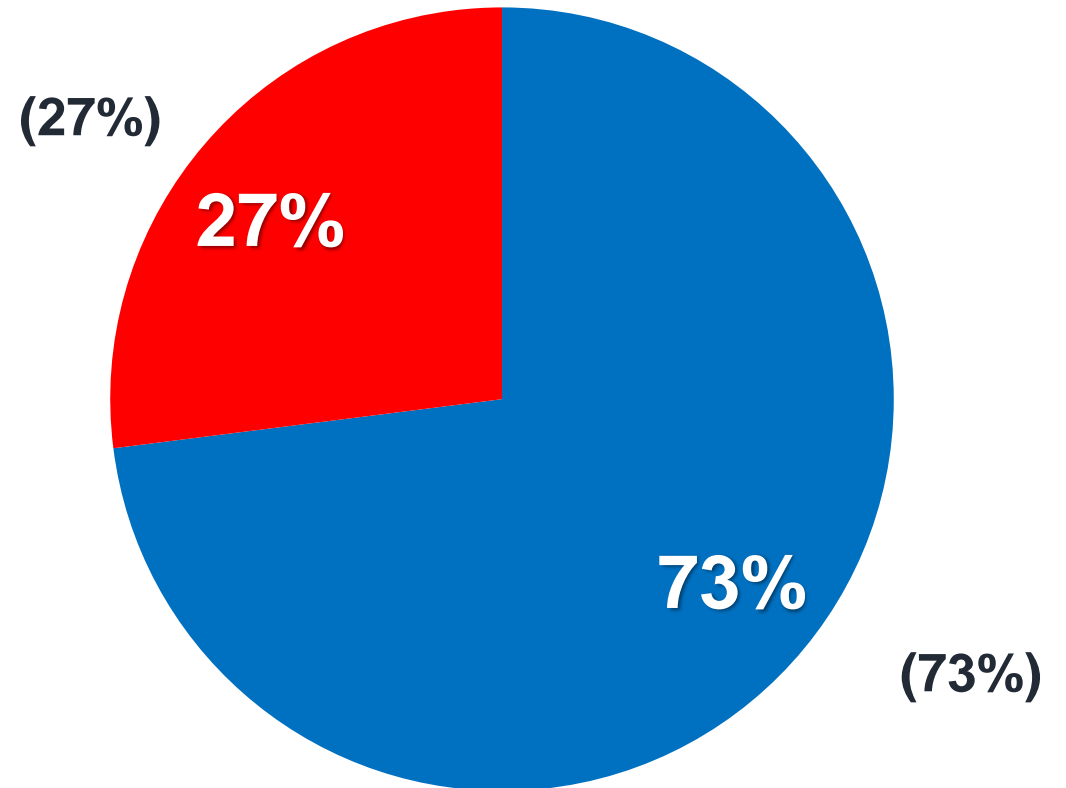


# Comparing to the 2021 survey, the total current and future markets are found at almost similar levels

In the last 12 months



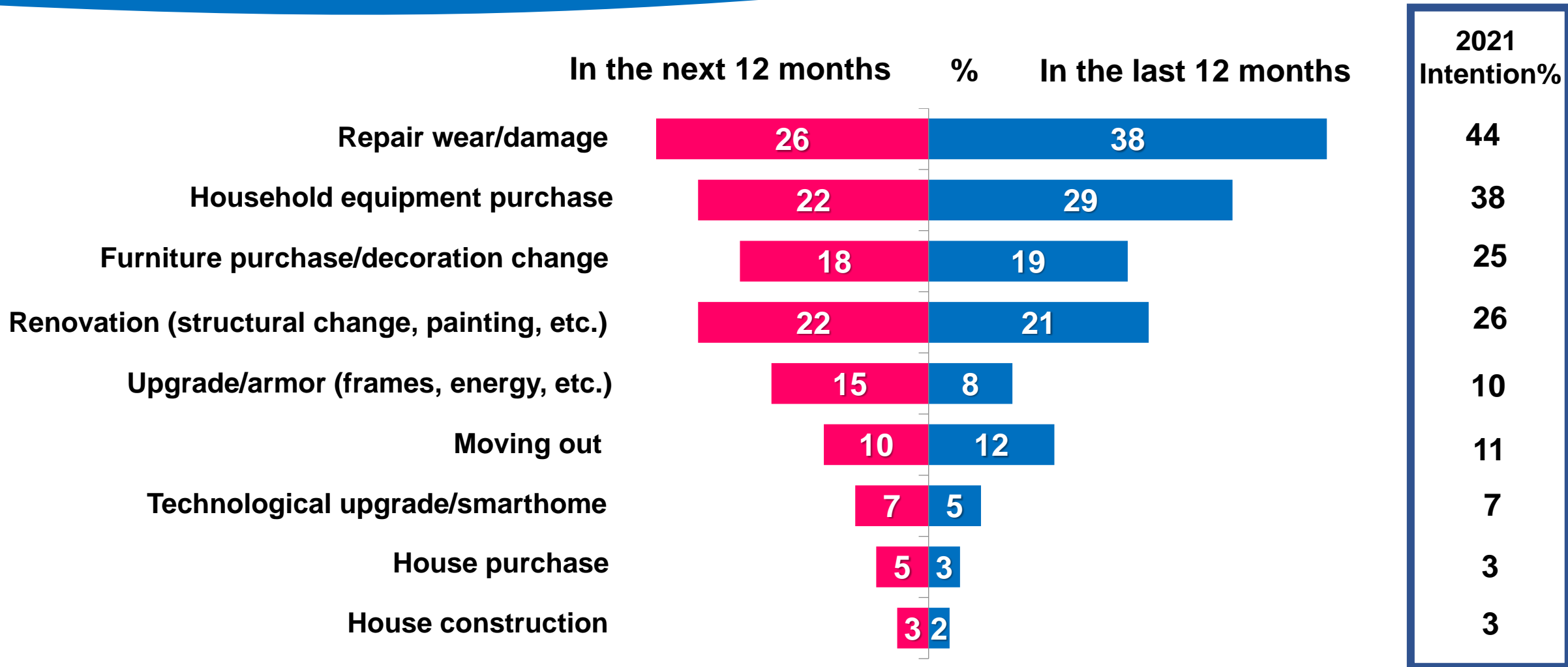
In the next 12 months



In parentheses: (2021)

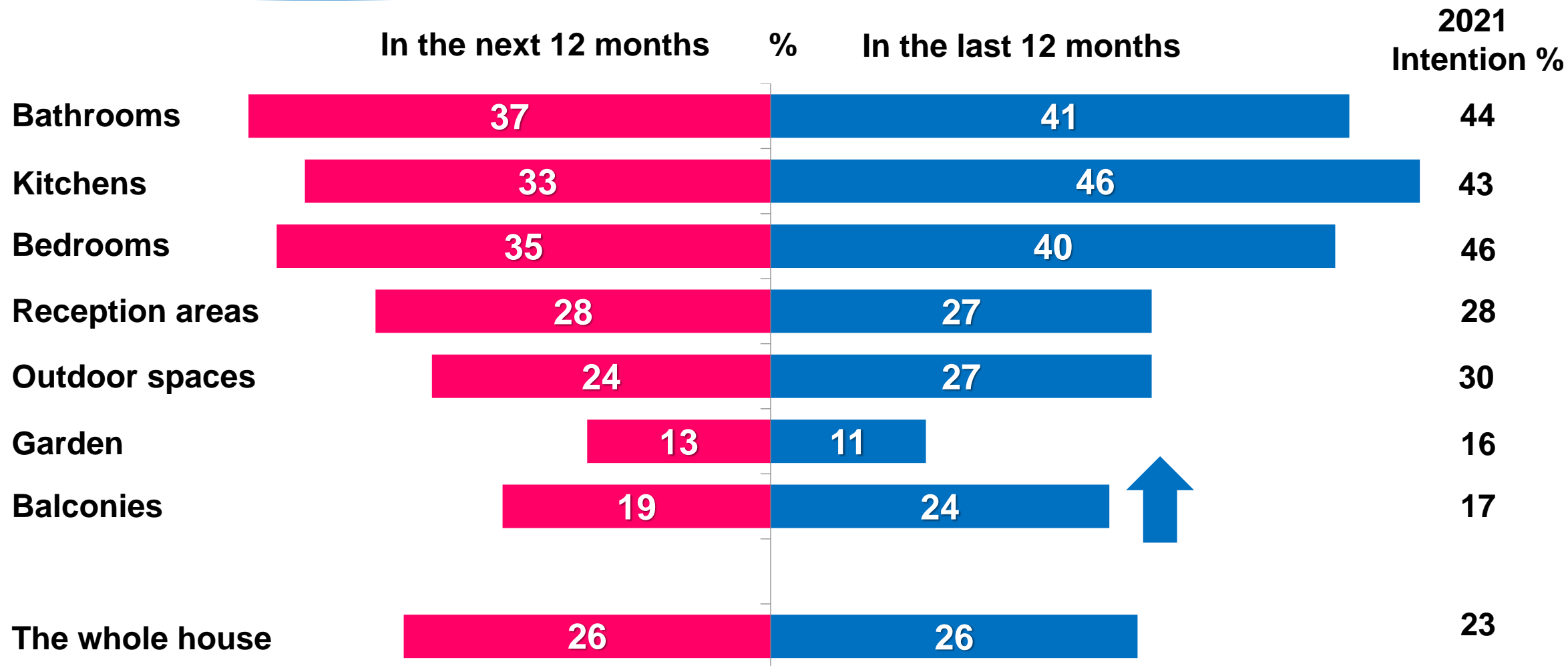
■ Nothing ■ At least one action

# The types of actions/repairs maintain a similar trend



# The spaces they renovated or intend to renovate remain the same

(Answered by those who did or intend to do some renovation)



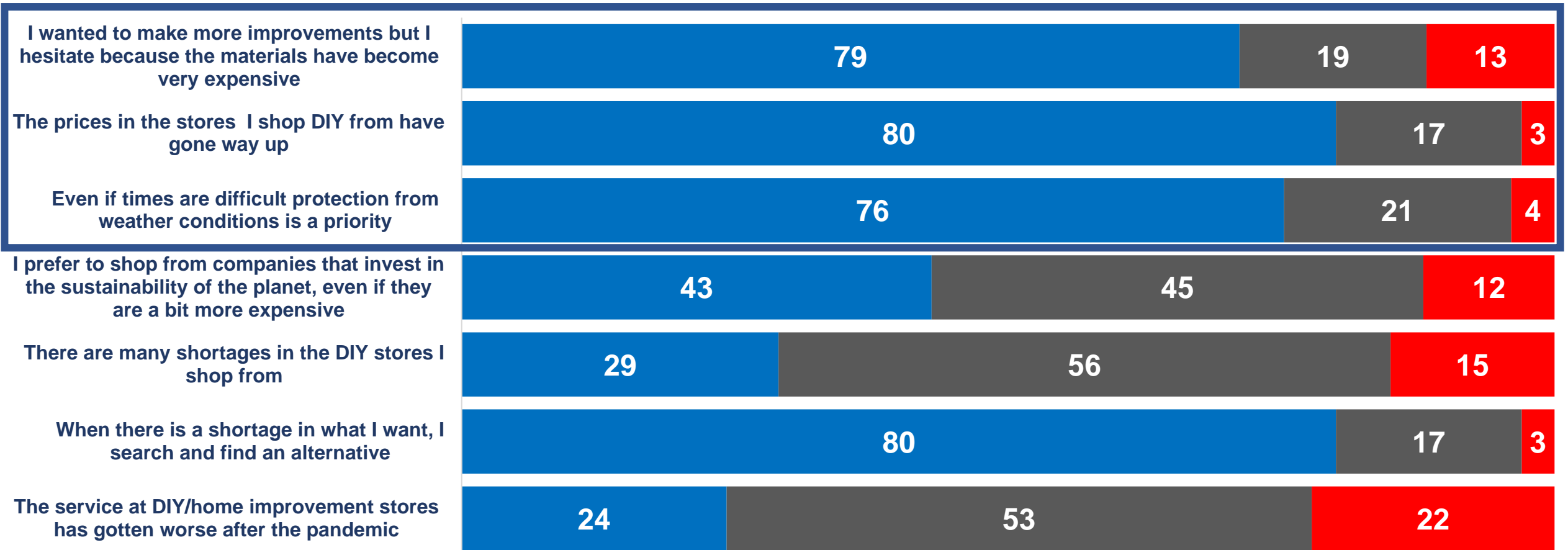


# Teleworking & distance learning have led to special home investments



# Moving on to today...

%



■ Agree totally/quite a lot

■ Neither agree nor disagree

■ Disagree totally/quite a lot

# The sources of information for DIY...



81%

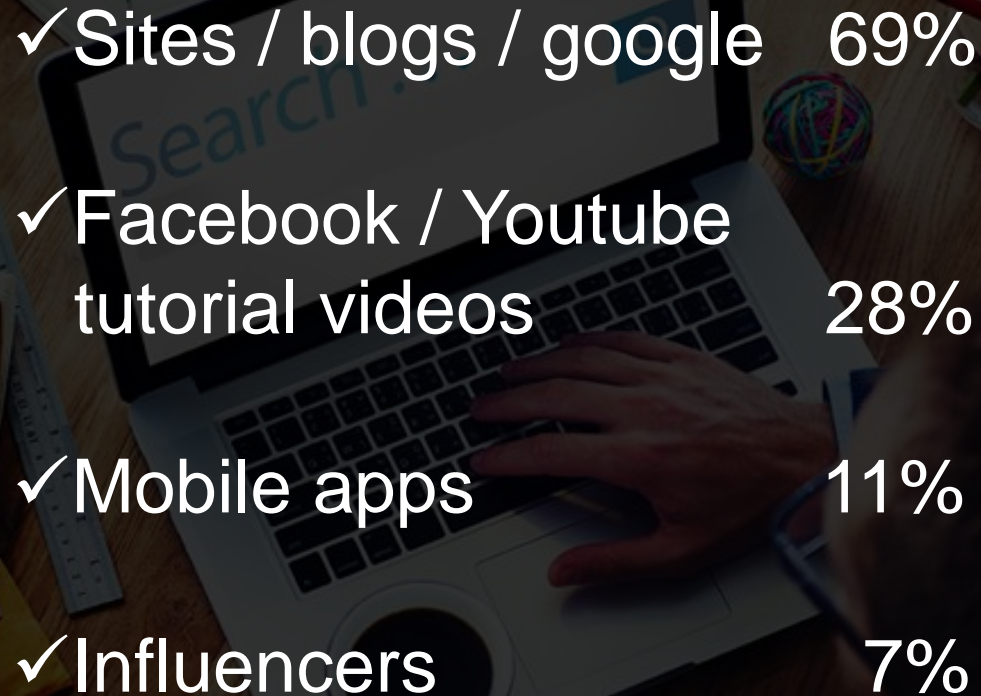
Online

Offline



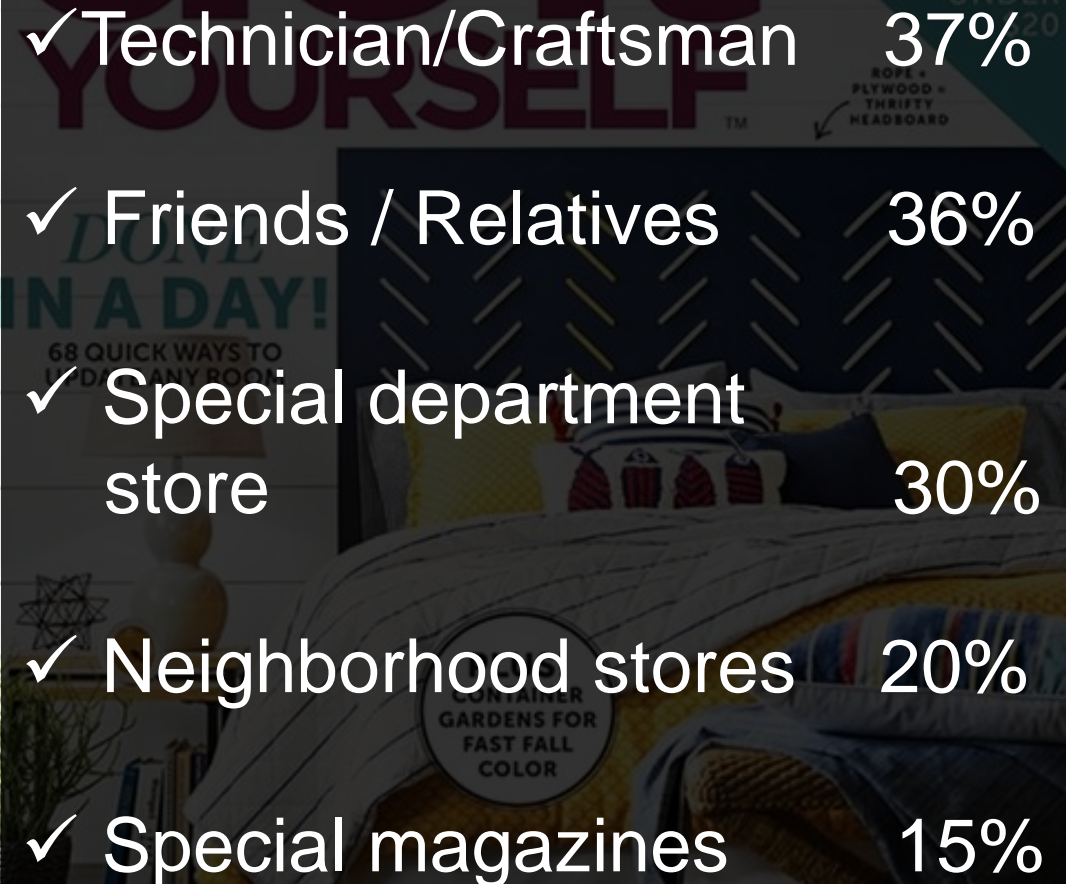
74%

# The sources of information for DIY...

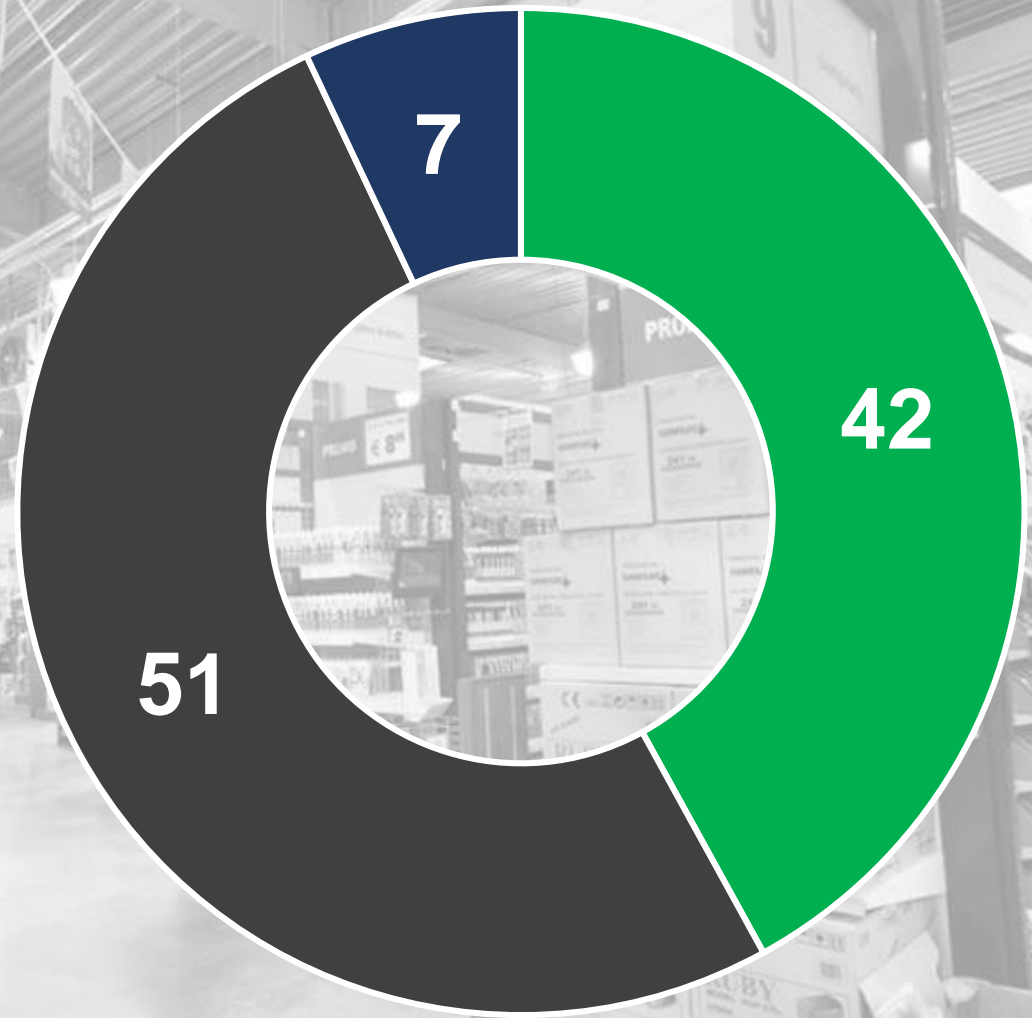
- 
- ✓ Sites / blogs / google 69%
  - ✓ Facebook / Youtube tutorial videos 28%
  - ✓ Mobile apps 11%
  - ✓ Influencers 7%

## Online

## Offline

- 
- ✓ Technician/Craftsman 37%
  - ✓ Friends / Relatives 36%
  - ✓ Special department store 30%
  - ✓ Neighborhood stores 20%
  - ✓ Special magazines 15%

Sources of purchase for DIY / home goods are still offline but with an **«omnichannel»** tendency, as Greeks intend to make their next purchase for DIY/home improvement items...

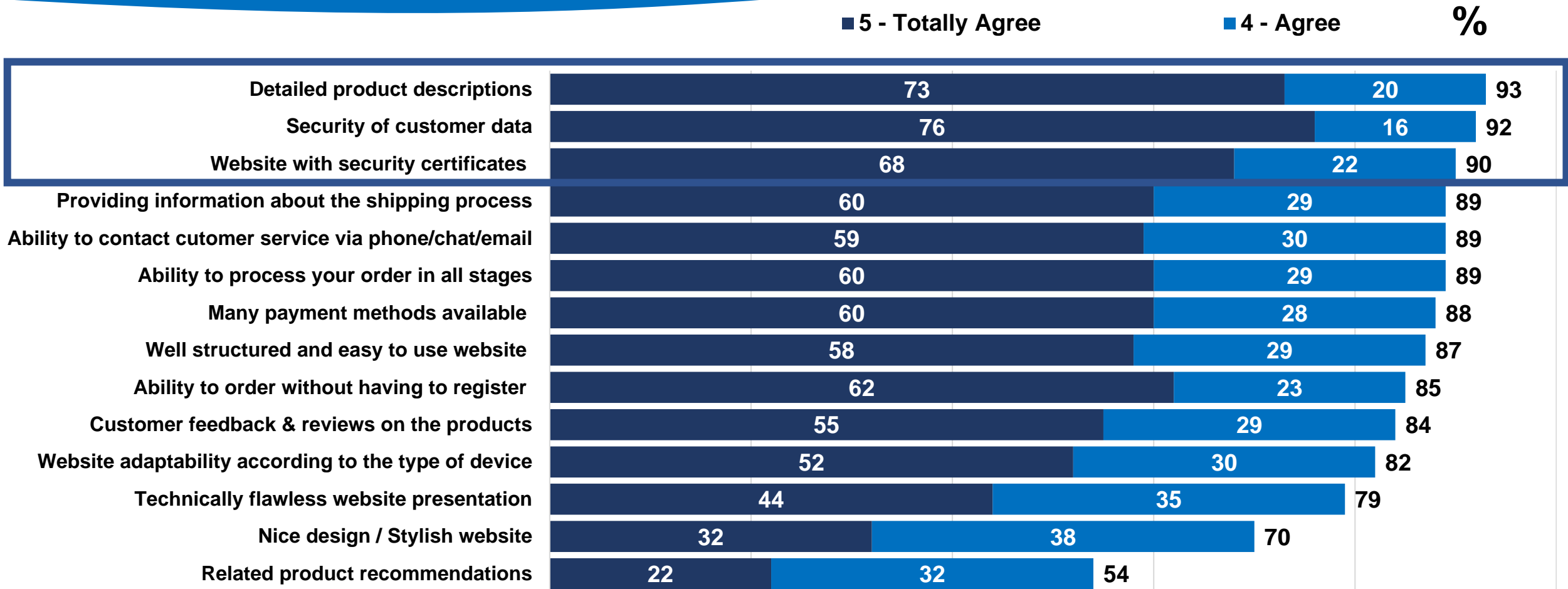


%

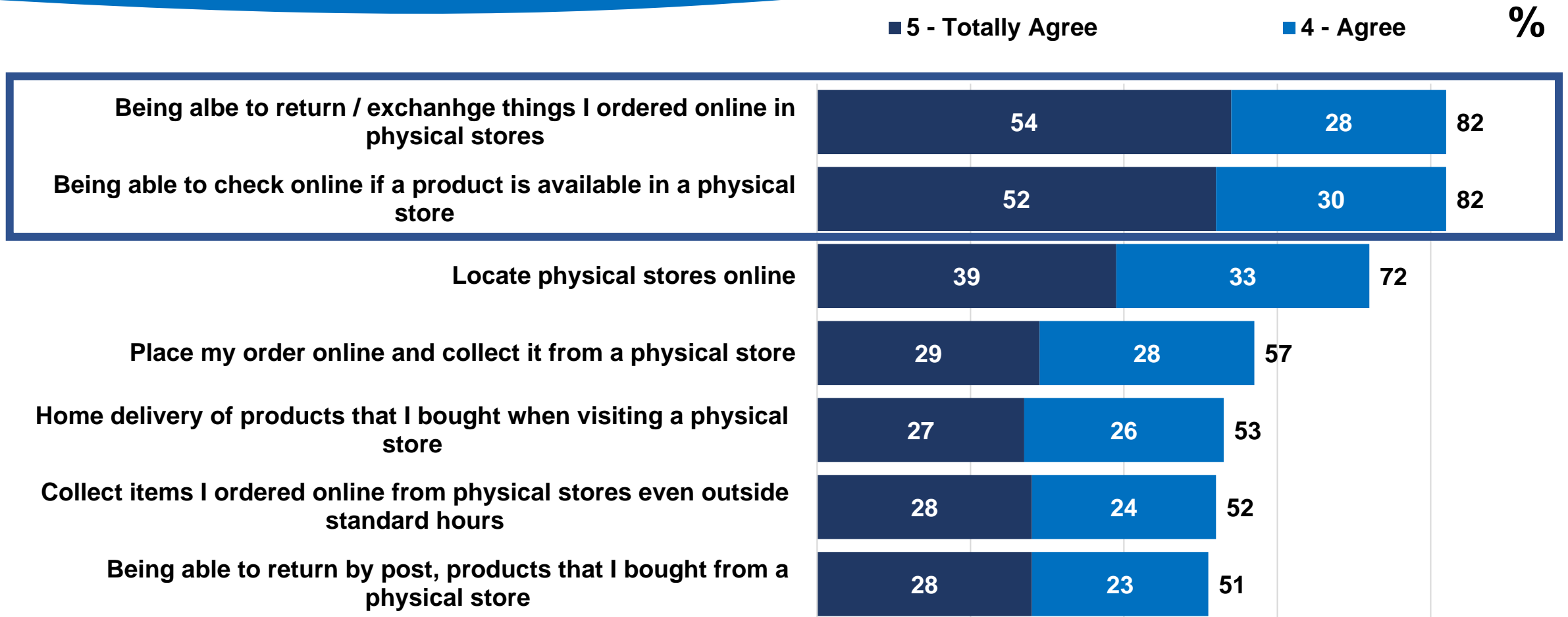
...which is not strange at all, since  
3 in 4 Greeks shop online:



# What features do Greek e-shoppers expect from an online store?



# What services do Greek e-shoppers expect from an online store?





## #3. Takeaway

- ✓ Greeks love housework, although high prices make them reluctant to do everything they want, while stating that...
- ✓ They prioritize safety and security
- ✓ The DIY/Home Improvement market has completely evolved into «**omnichannel**» with consumers expecting **absolute internal alignment**

*Going beyond:*

The key to success for  
any business nowadays  
is to develop  
«resilience»:  
**Durability, elasticity &  
flexibility**



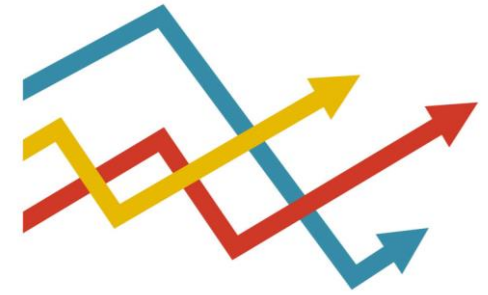
# Business resilience is built on 3 pillars:



**It places  
customer  
experience as its  
central mission**



**Honors and  
respects people.  
Recognizes  
human capital as  
the most  
valuable**



**Researches,  
monitors,  
utilizes & is  
continuously  
guided by data  
and trends**

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Thank you!

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