

The Evolving Electronics Market

National Survey in 19 Countries

Part A : Strengthening the Circular Economy



We will see

- Ways of disposal of electronic devices not in use

- Purchasing refurbished / upgraded devices & selling devices that are no longer used

- Criteria and conditions for the purchase of "refurbished"/upgraded electronic devices

Research Basic Specs

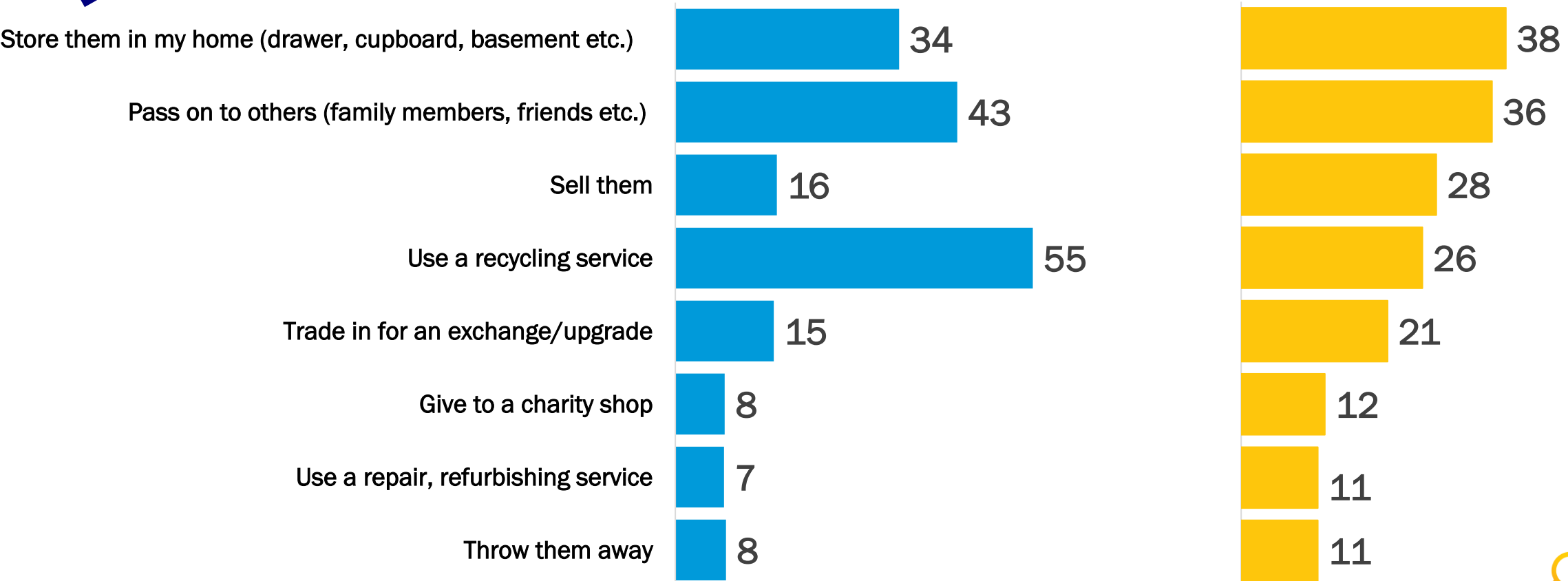
- **Greece** : Quantitative research online
- Structured Questionnaire
- Via YouGov panel (32+ thousand active members)
- Population : men-women 18+ Nationally
- Sample : 1000 people
- Fieldwork : 10-15 March 2023
- **National Survey**: via YouGov panel in 18 countries
- Population: adults 18+, total sample 18.674 people
- Countries : US, Canada, Mexico, Great Britain, France, Germany, Spain, Denmark, Italy, Poland, Sweden, Australia, China, Hong Kong, Indonesia, India, Singapore, United Arab Emirates (UAE)
- Fieldwork : 7-29 September 2022

Electronic devices that are not used are mainly stored at home or given away, while differences are observed in the other disposal methods between Greece and other countries



"What do you do with electronic devices you no longer use?"

%



Young people, both in Greece and internationally, seem to be much more resourceful in disposing electronic devices no longer in use



"What do you do with electronic devices you no longer use?"

%

	18-24	25-34	35-44	45-54	55+
Store them in my home (drawer, cupboard, basement etc.)	41	39	39	36	35
Pass on to others (family members, friends etc.)	38	37	36	37	33
Sell them	36	32	32	29	19
Use a recycling service	19	21	24	25	34
Trade in for an exchange/upgrade	27	25	23	22	16
Give to a charity shop	11	13	12	11	13
Use a repair, refurbishing service	14	14	13	11	8
Throw them away	9	11	12	11	10

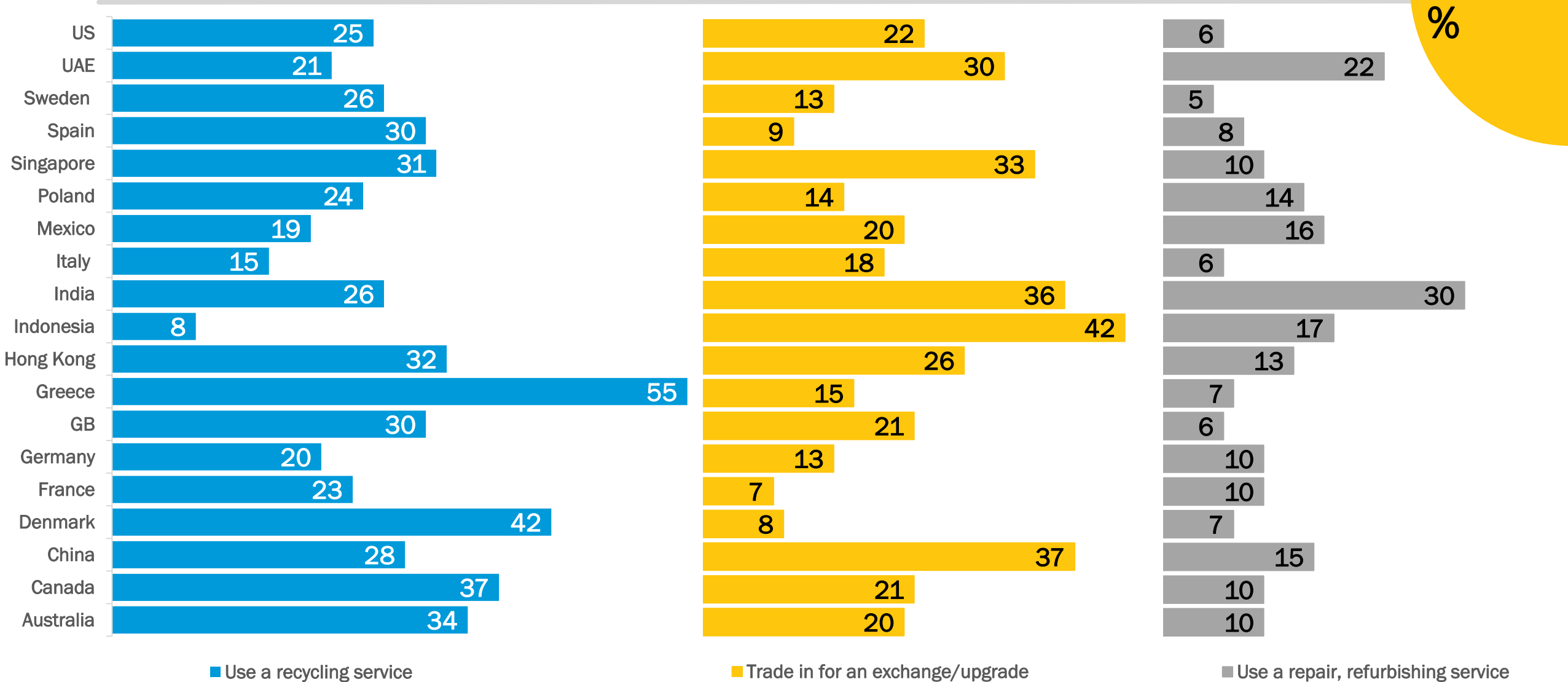
Young people, both in Greece and internationally, seem to be much more resourceful in disposing electronic devices no longer in use

"What do you do with electronic devices you no longer use?"

%

	18-24	25-34	35-44	45-54	55+
Store them in my home (drawer, cupboard, basement etc.)	51	42	39	30	28
Pass on to others (family members, friends etc.)	42	48	50	47	37
Sell them	22	17	20	13	13
Use a recycling service	29	46	57	60	60
Trade in for an exchange/upgrade	13	16	16	19	13
Give to a charity shop	10	8	9	6	7
Use a repair, refurbishing service	9	11	5	7	7
Throw them away	10	8	12	7	6

Greece is the No.1 country in recycling of electronic devices

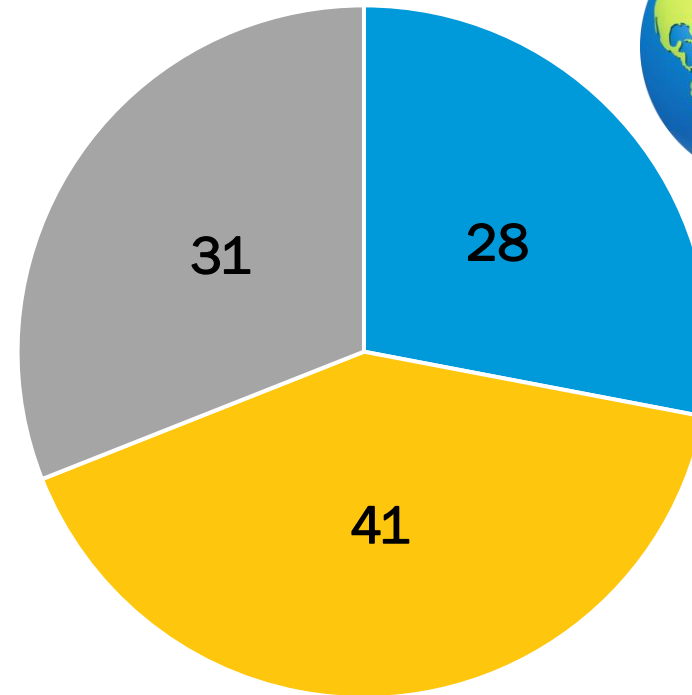
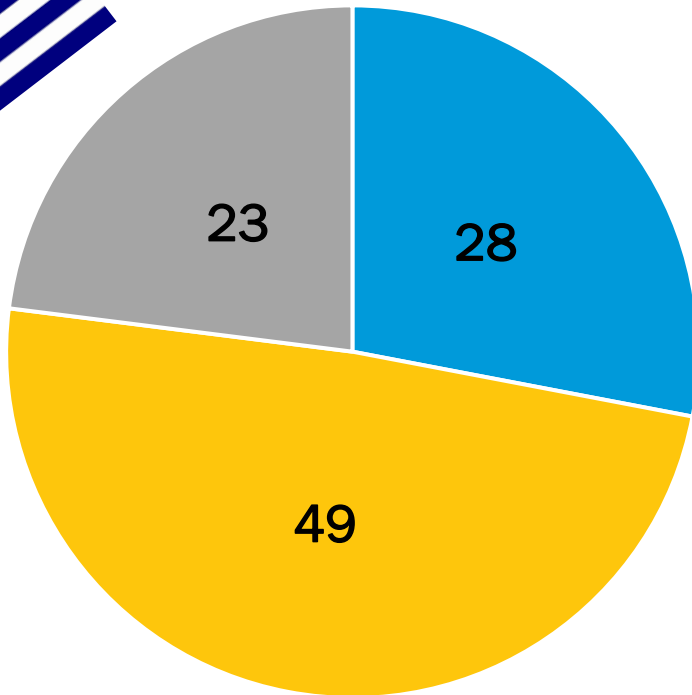


Both in Greece and internationally, the majority of population is interested in "refurbished" devices



Purchase of refurbished/recycled electronic products

%



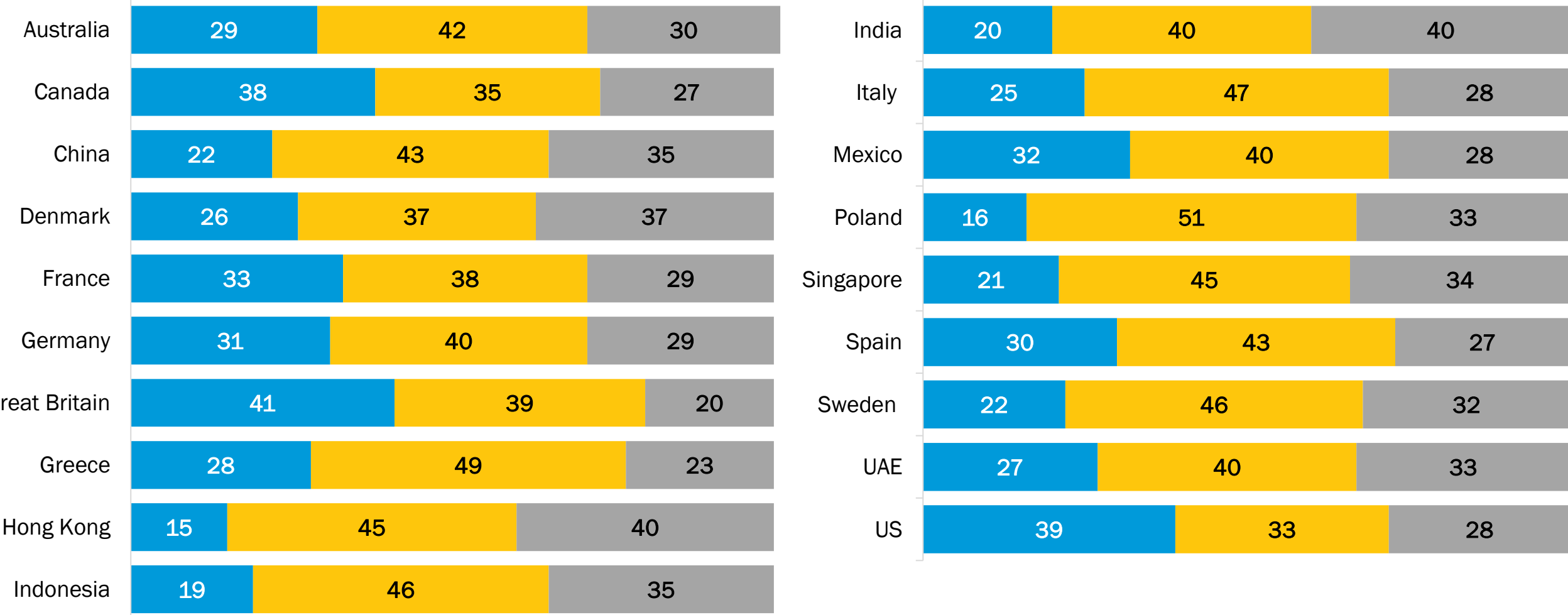
■ I have purchased refurbished/recycled electronic products

■ I have never purchased refurbished/recycled electronics but would consider it

■ I have never purchased refurbished/recycled electronic products and do not intend to in the future

Americans and the British have bought the most recycled electronic devices, while Greece comes ninth in buyers, and with a large proportion indicating a positive attitude to buy "refurbished" devices

%



I have purchased refurbished/recycled electronic products

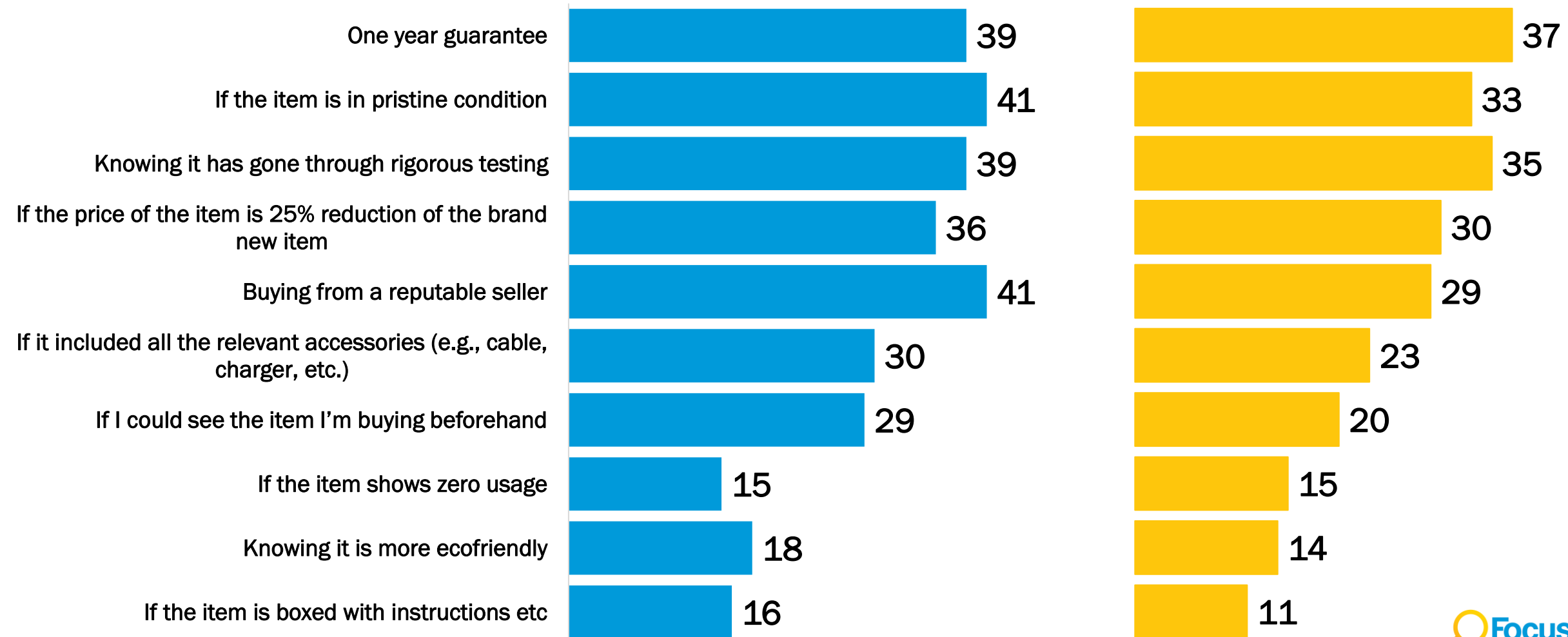
I have never purchased refurbished/recycled electronics but would consider it

I have never purchased refurbished/recycled electronic products and do not intend to in the future

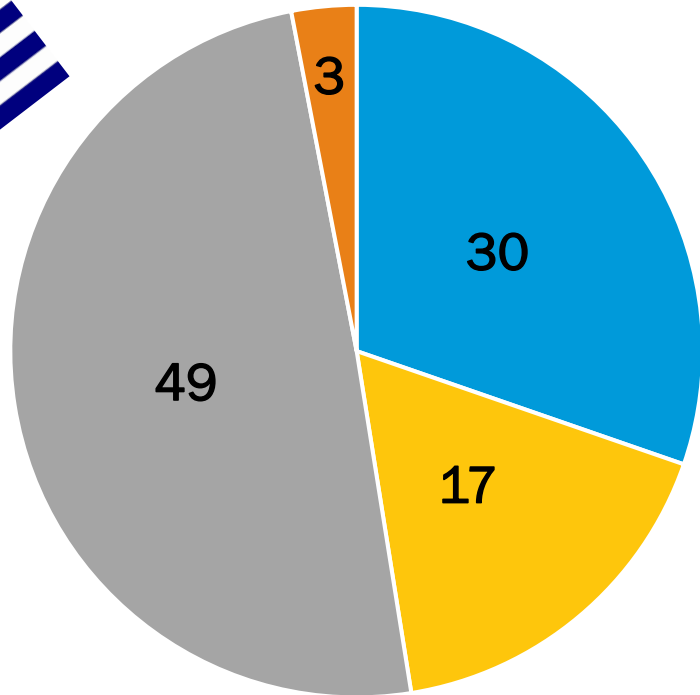
Conditions that would encourage purchase of refurbished/recycled electronic products



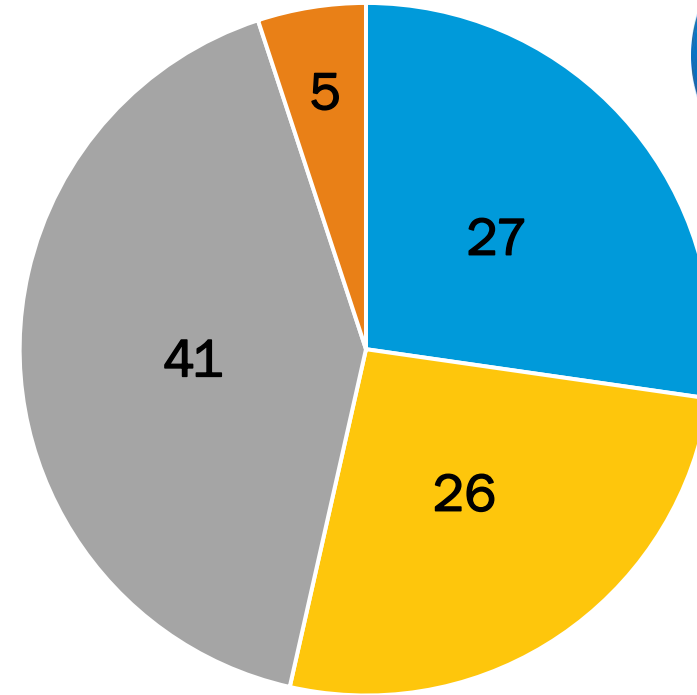
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A considerable proportion of population both in Greece and internationally has sold used electronic devices



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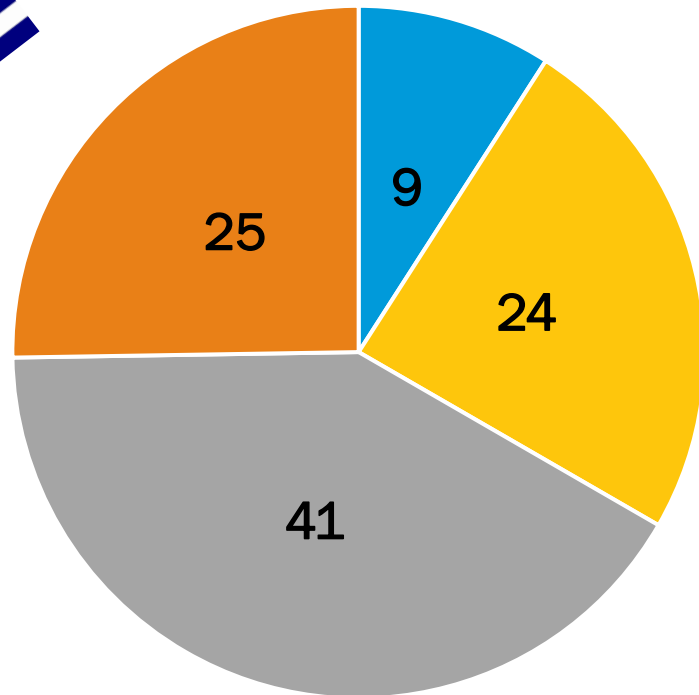
■ Yes, I have sold

■ No but I would consider it

■ No

■ Don't know/Don't remember

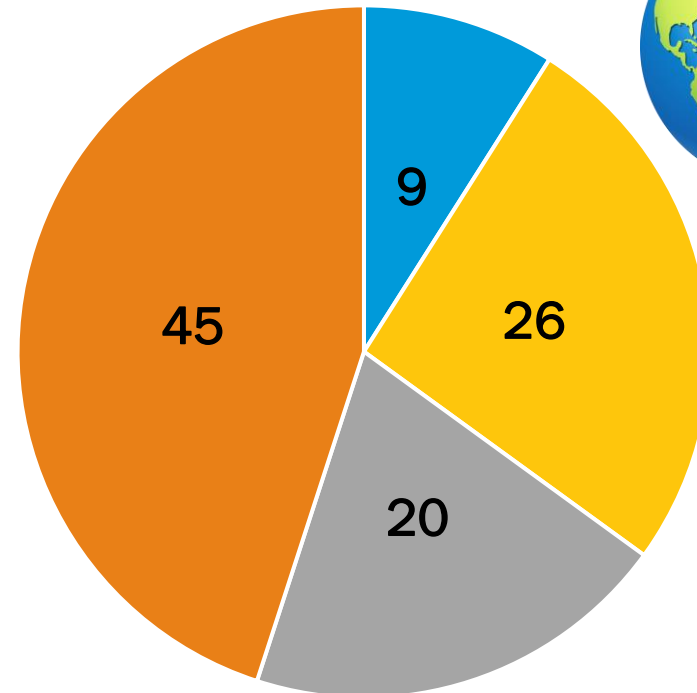
Usage and awareness of e-sim are still relatively limited both in Greece and internationally



■ I have used/I have an eSIM

■ I have never heard of eSIMs, but would like to know more

%

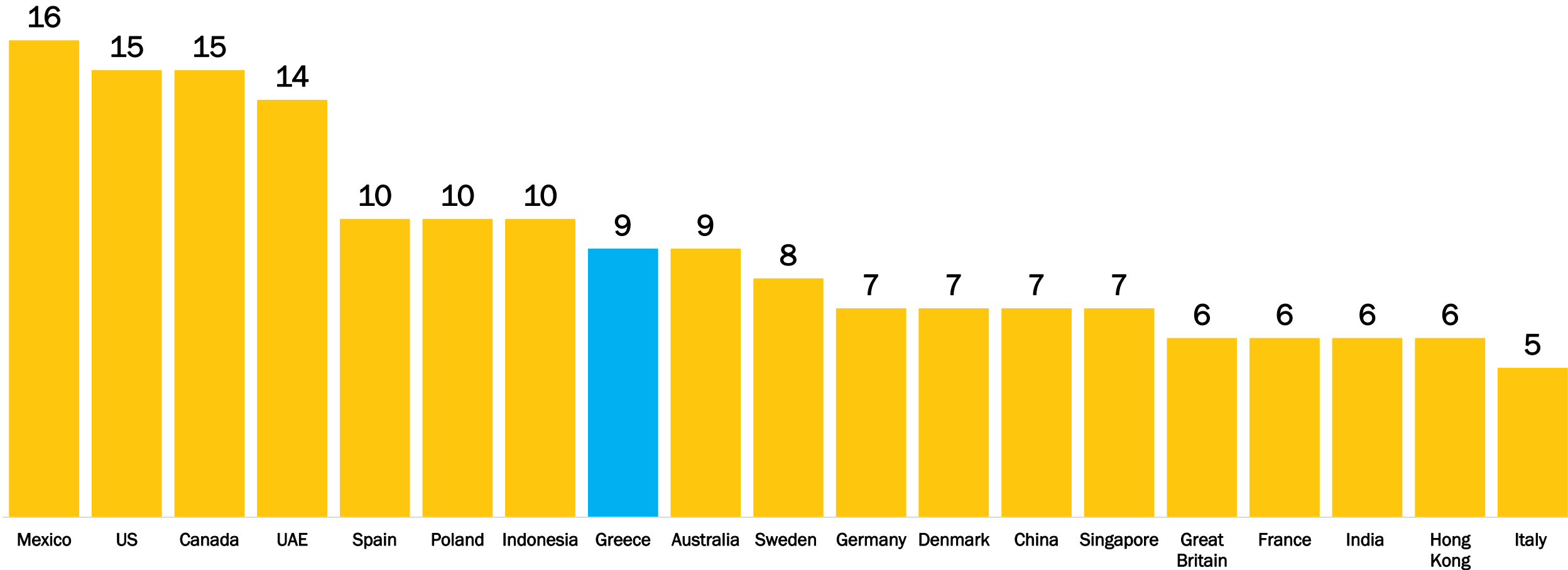


■ I am aware of eSIMs, but never used them

■ I don't know what eSIMs are

Mexico, USA, Canada and UAE show a higher usage of e-sims as compared to other countries

%



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Thank you! Stay tuned : Part B & Part C will follow
Want more info? Ask antigoni@focus.gr