

The Evolving Electronics Market

National Survey in 19 Countries

Part C: The criterion of Sustainability / Environment



We will see

- Devices purchased in the last 12 months
- Selection criteria & differences between countries and demographic groups
- Environmental protection as a criterion for choosing electronic devices

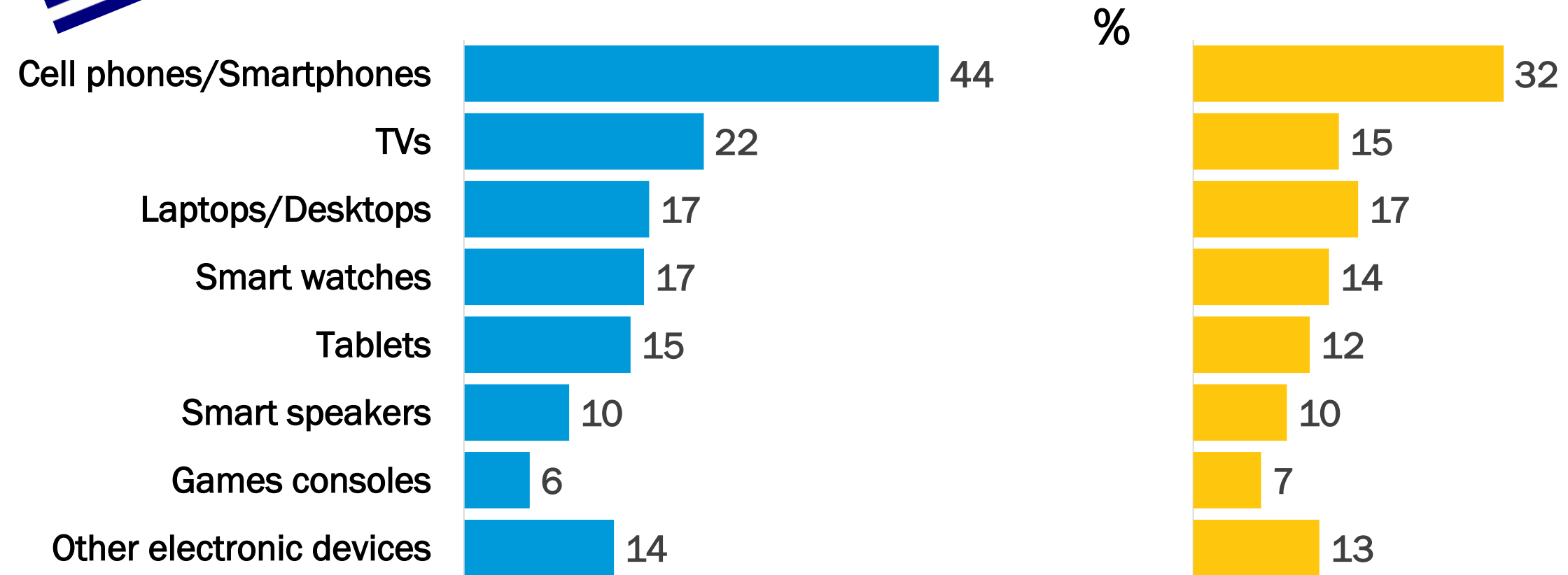
Research Basic Specs

- **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

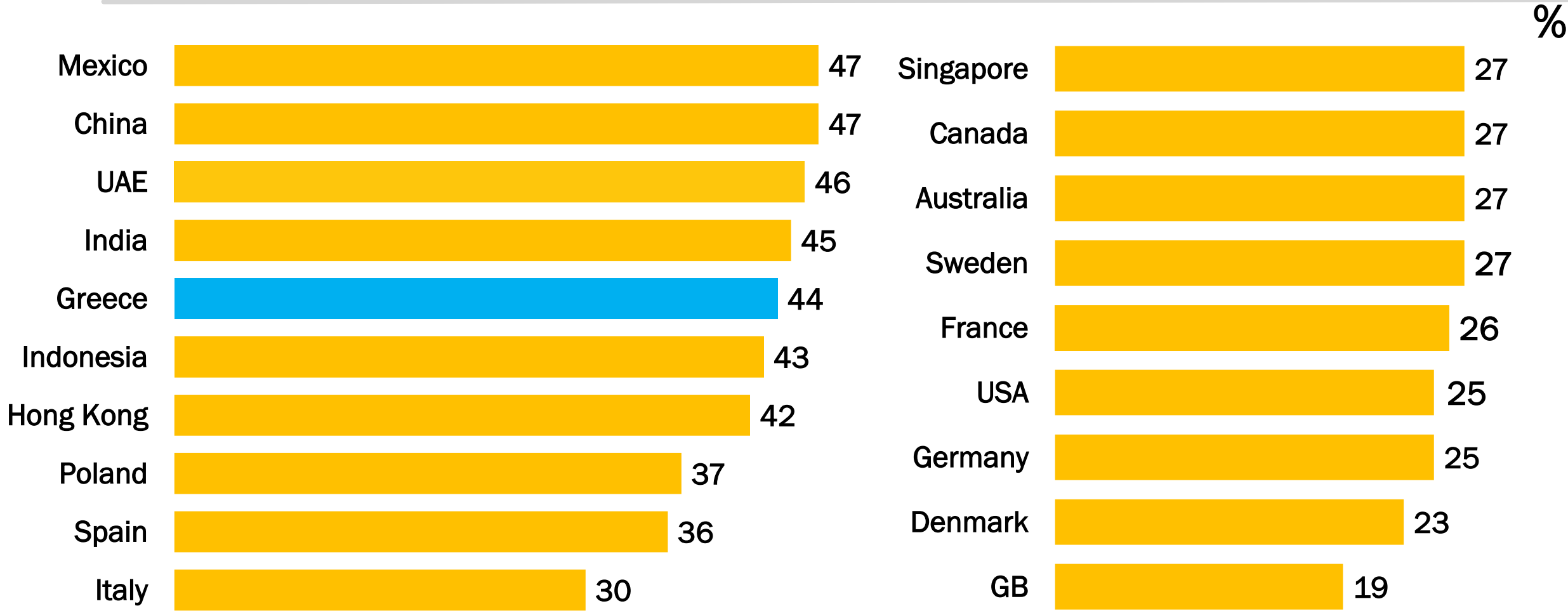
Mobile phones/smartphones are by far the most frequent purchases in Greece and in all countries, with Greece leading the way especially in mobiles



"Which of these products have you purchased in the last 12 months?"



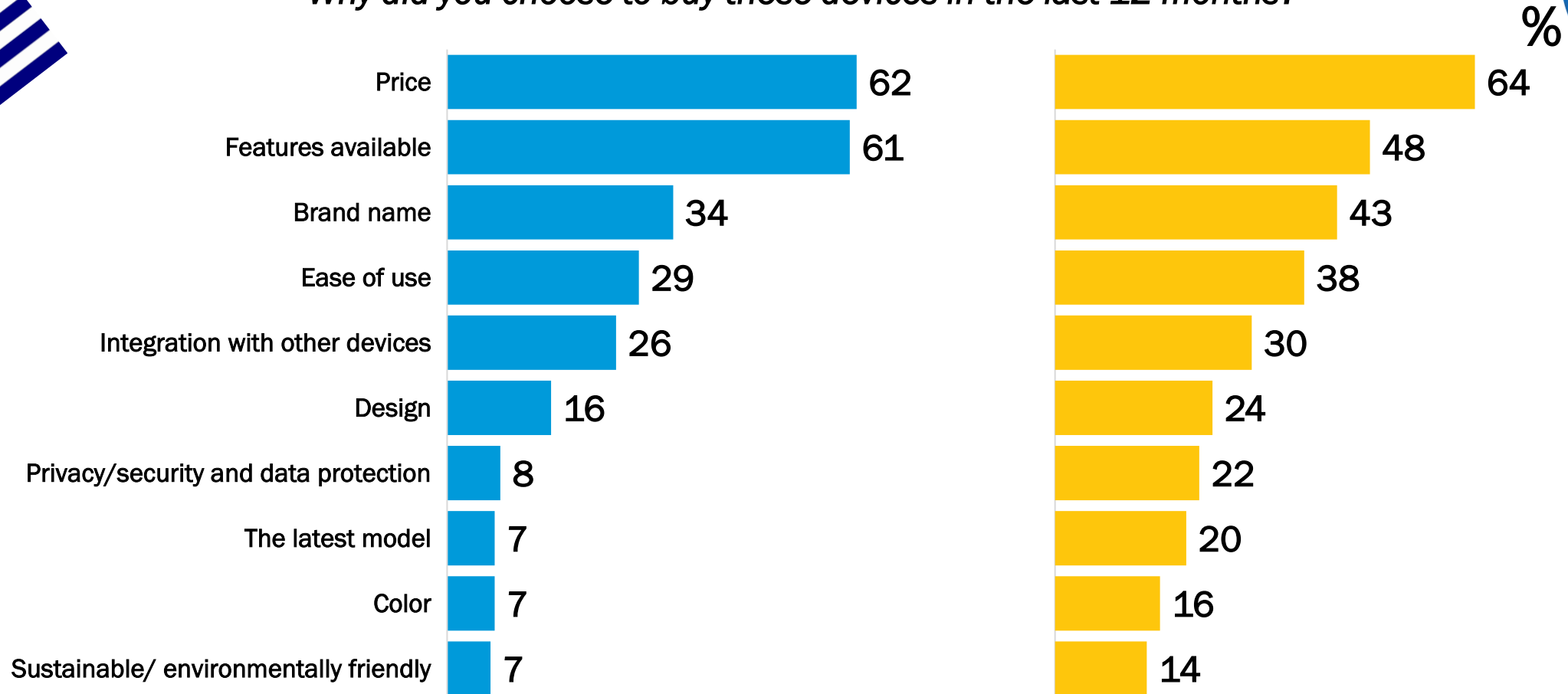
Compared to other countries, Greece comes 5th in the mobile device market in the last 12 months, while the countries of Asia, Far and Middle East come higher in electronic device purchases compared to Europe and America



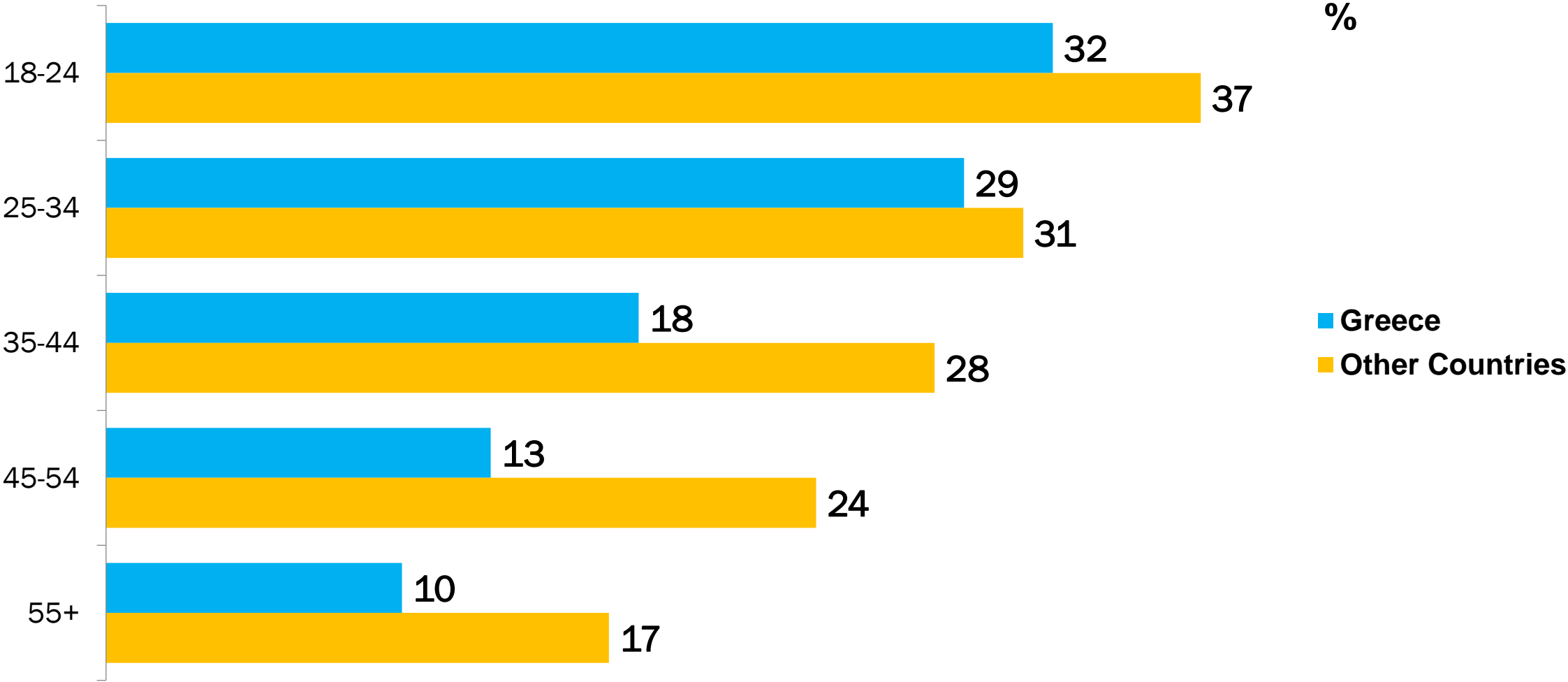
The price as well as device features brand are key selection criteria, both for Greeks and consumers of other countries



"Why did you choose to buy these devices in the last 12 months?"



For young people, design is more important than older ages, and this is observed both in Greece and in all other countries



Sustainability/environmental friendliness is not among the top criteria for choosing an electronic device, and consumers are “divided” when the relevant question is asked directly, as environmentally friendly products are considered expensive:



%

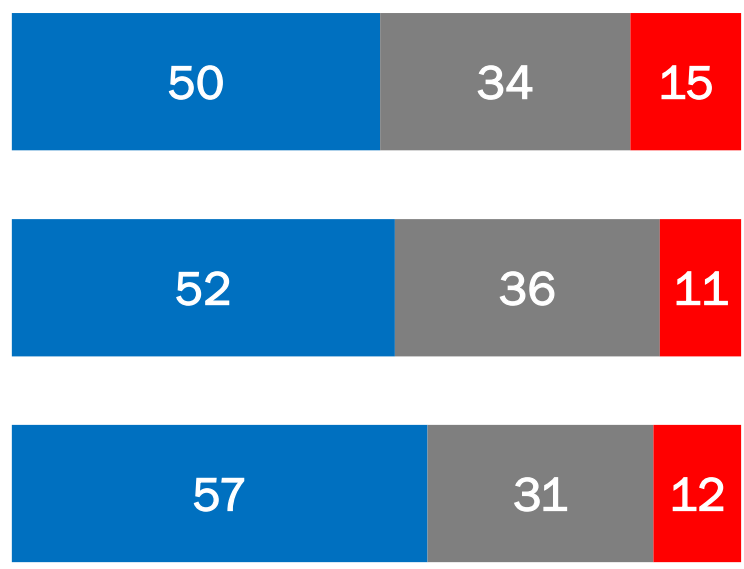
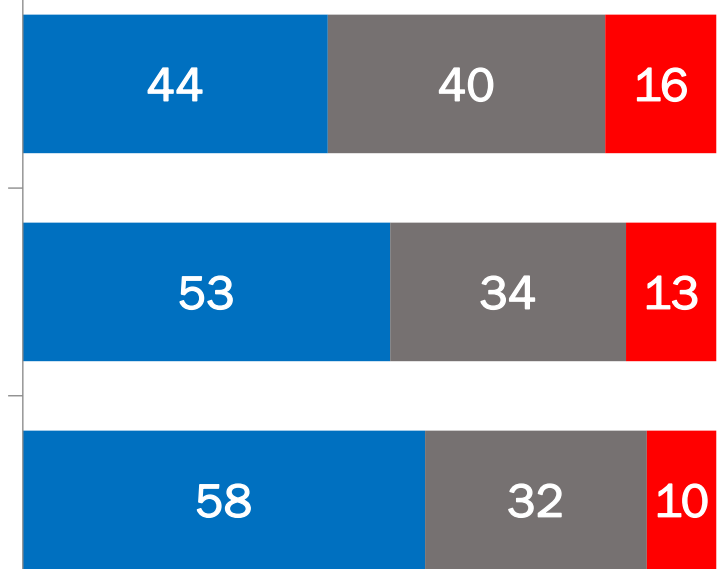


%

My brand/model is more important than actions for the planet

I am more likely to buy a brand that is planet friendly

Earth-friendly products are more expensive



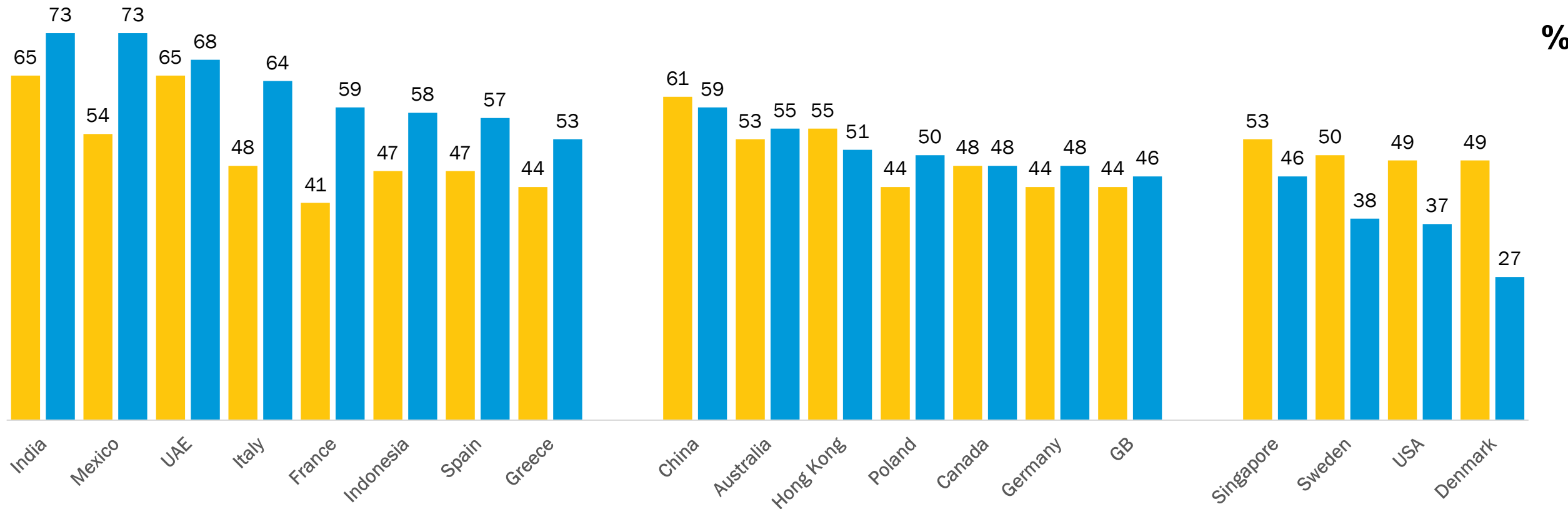
■ Definitely/tend to agree
 ■ Neither agree nor disagree
 ■ Definitely/tend to disagree

At the same time, consumers are also divided because while environmental protection is of increasing importance, the features of an electronic device are also important for a large proportion of consumers, distinguishing countries into three groups:

Greater emphasis on the environment

Equal emphasis on environment & features

Greater emphasis on features

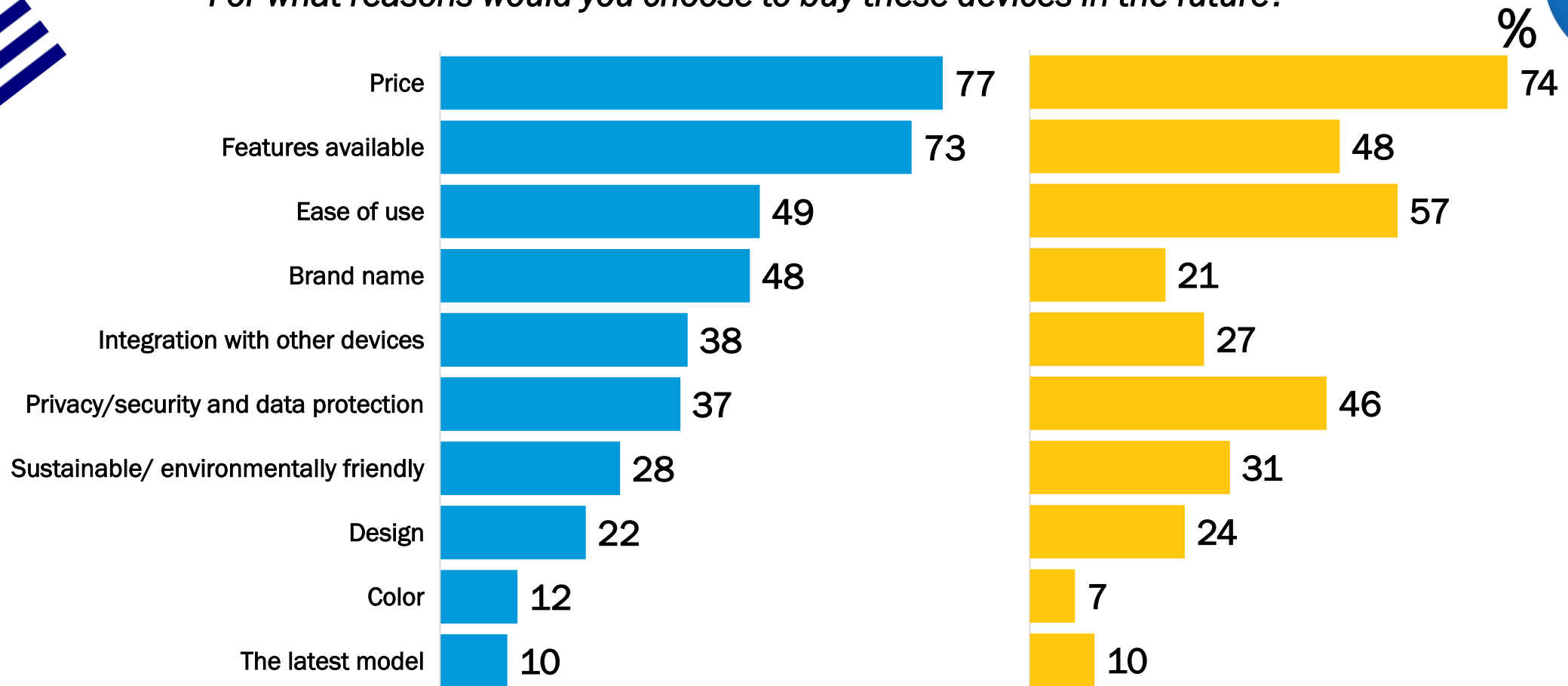


■ I am more likely to purchase electronics brands that are focused on reducing the impact on the environment

The price as well as other features of the device such as ease of use are key selection criteria, both for Greeks, and for consumers of other countries



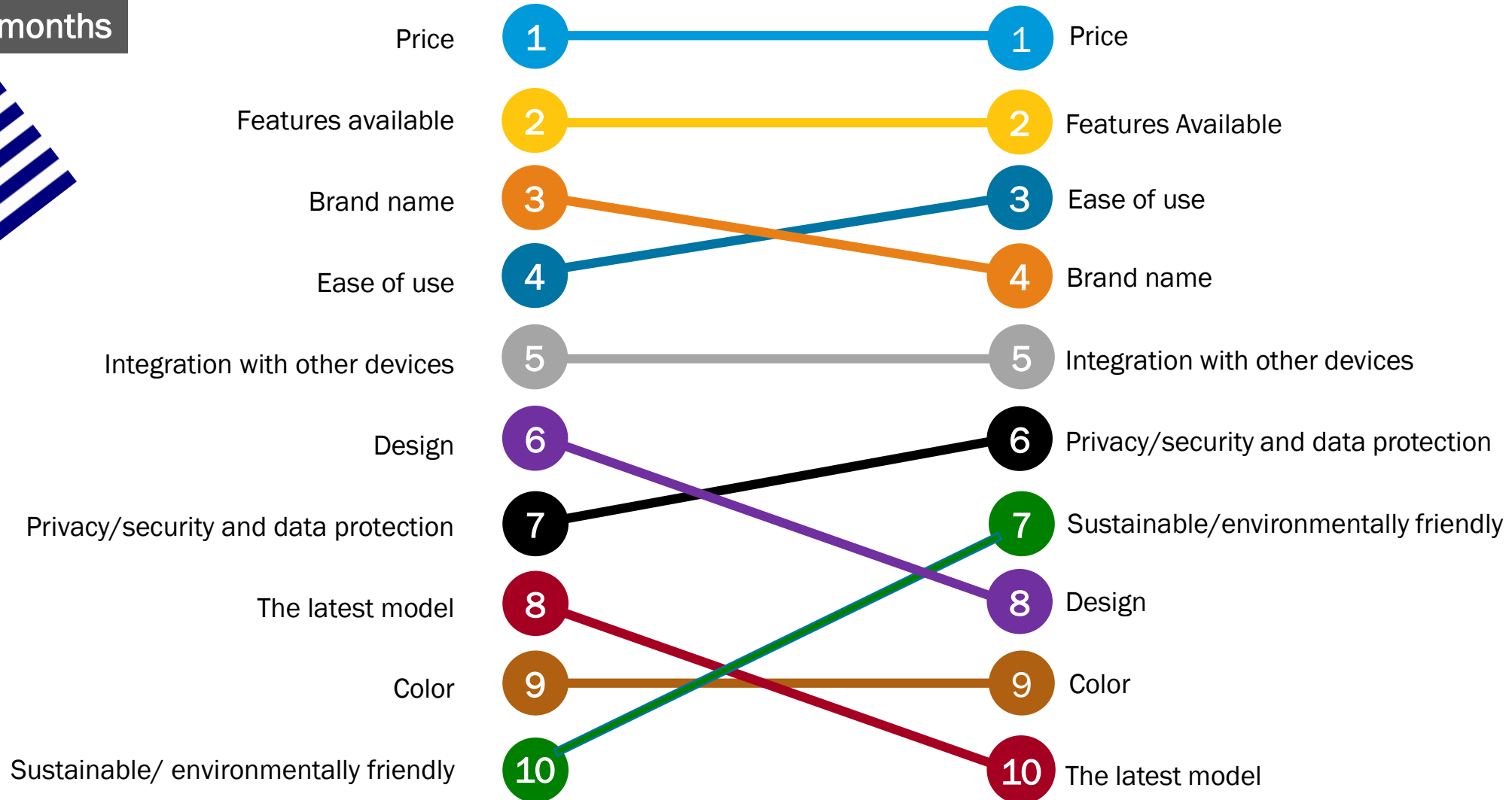
"For what reasons would you choose to buy these devices in the future?"



By prioritizing the selection criteria for electronic devices and comparing with those that will apply in the future, environmental protection is becoming more important for Greek consumers

Past 12 months

Future

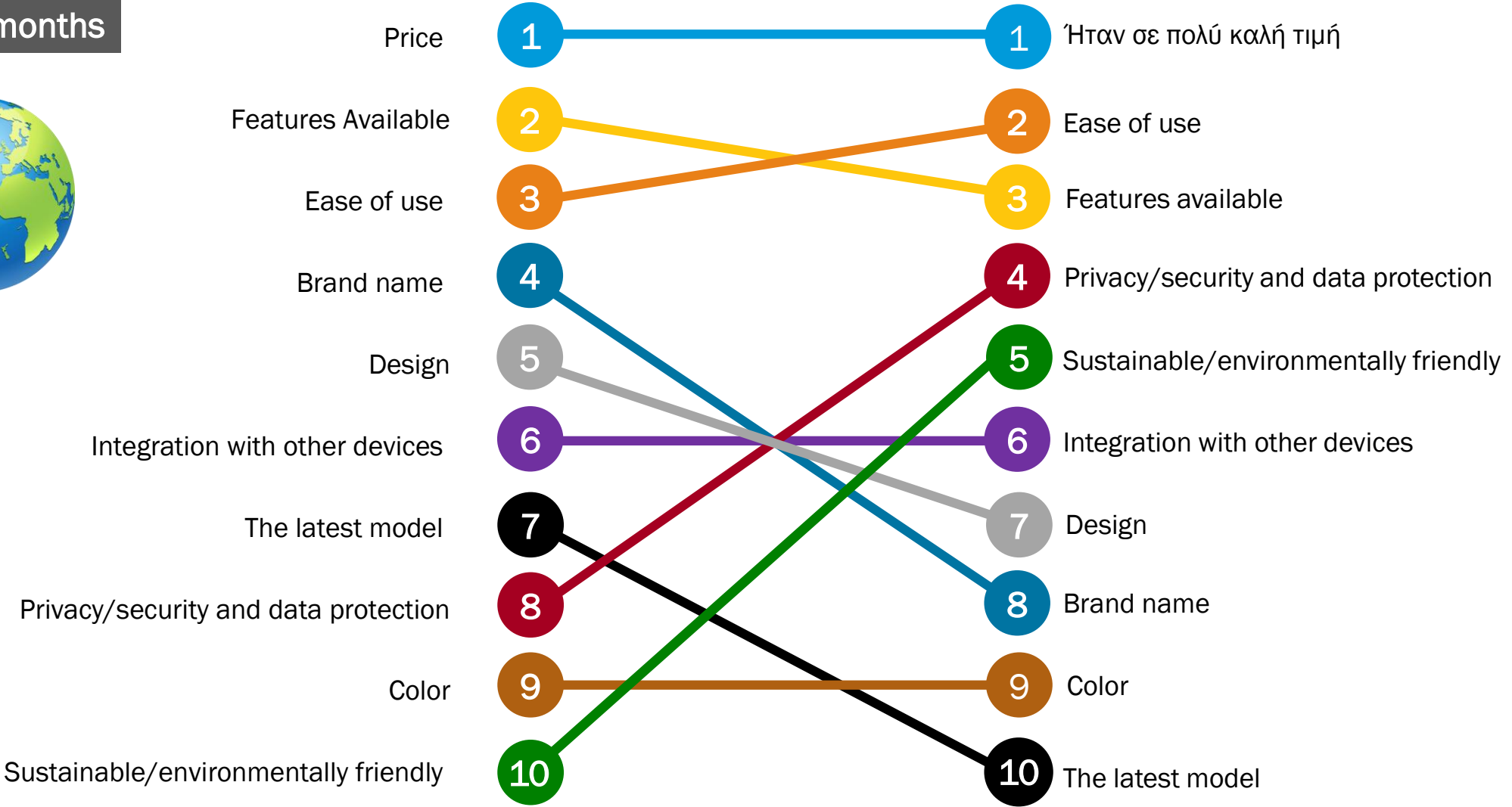


A similar image is presented by the average of the other 18 countries with environmental protection rising to 5th place as a criterion for choosing electronic devices

Past 12 months



Future



Takeaway

- The most popular electronic device market is mobile phones with Greece ahead of the average of the other 18 countries, positioned in 5th place in terms of mobile device purchases in the last 12 months
- Basic selection criteria in Greece and internationally are the price and features of the device, as well as the design especially for young people, while...
- Environmental friendliness seems to play a minor role, as the prevailing view is that devices that help the planet are usually more expensive
- Nevertheless, the importance of environmental protection as a selection criterion for future purchases of electronic devices shows an increasing trend both in Greece and internationally.

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Thank you! Want more info? Ask antigoni@focus.gr