



Greeks, Café & Quick Service Restaurants

National Survey Results
June 2023



We will see

- How frequent visitors are Greeks to Café and QSR (Quick Service Restaurants) chains?

- By what criteria do they choose the ones they visit faithfully & regularly?

- For what reasons would they leave their favorite Café or QSR?



Basic Research Specs

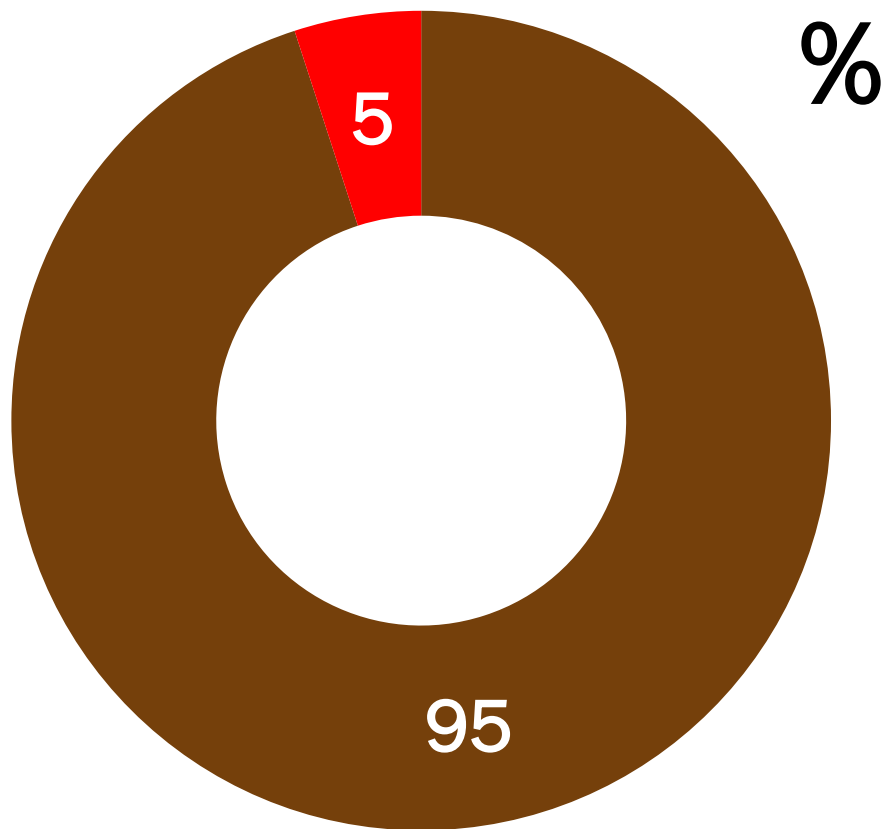
- Online interviews via YouGov panel (40.000+)
- Adults 18+ Nationally
- Representative sample 1002 people
- Structured questionnaire
- Fieldwork : May 2023



Café & QSR Penetration & Usage

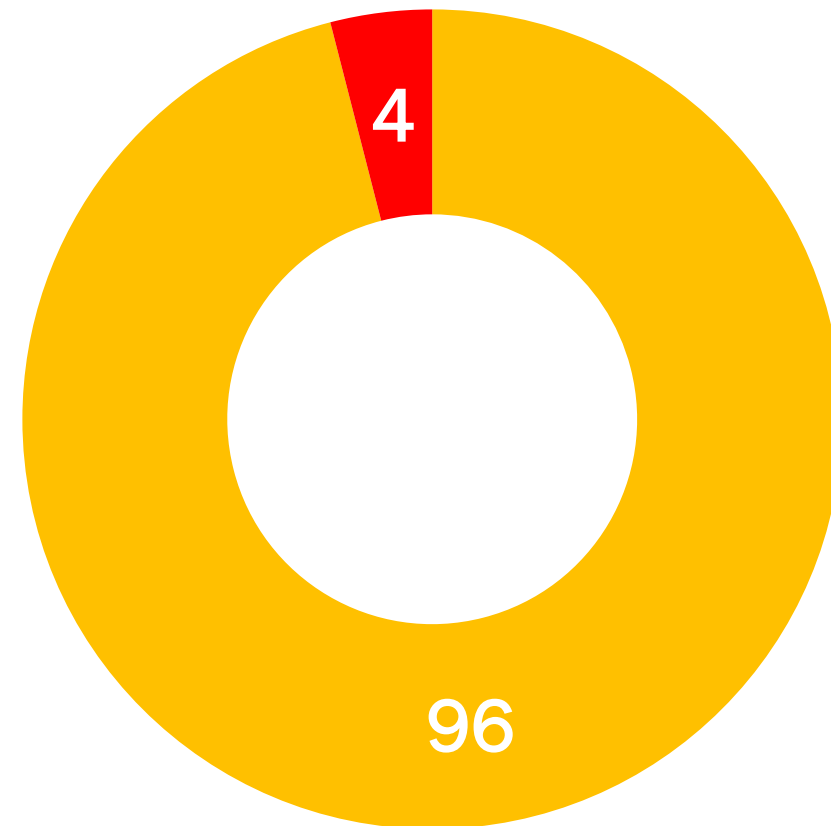
Almost all
Greeks visit,
even rarely,
cafés and QSRs
either for
takeaway or for
on-site
consumption

They visit cafes with any
frequency



■ They visit ■ Never

They visit QSR with any
frequency

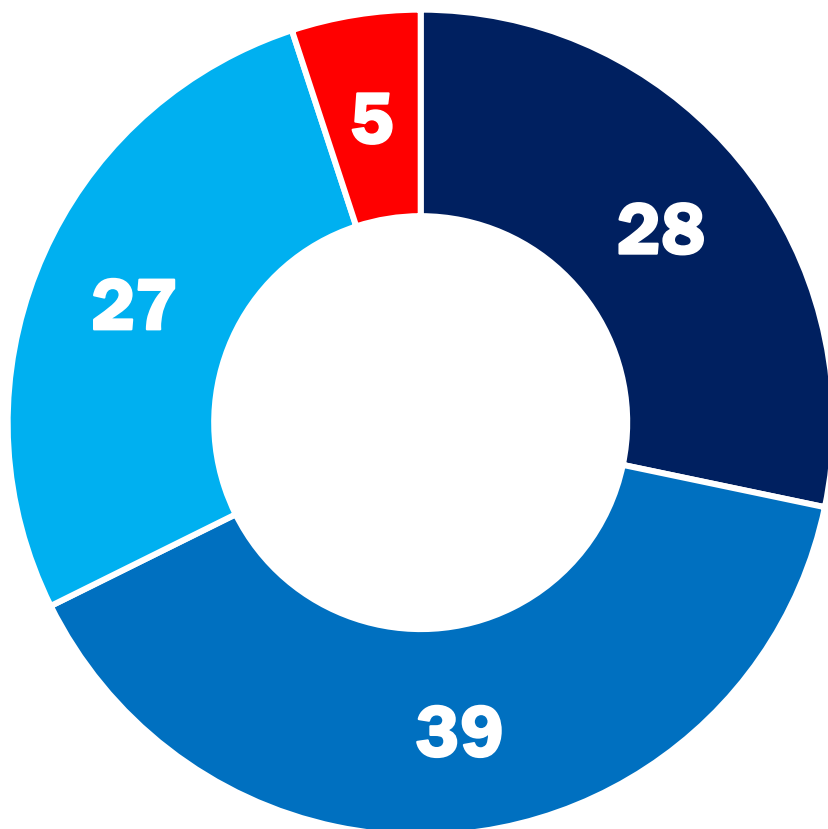


■ They visit ■ Never

Cafes are a daily habit, while QSRs are more sparsely frequented

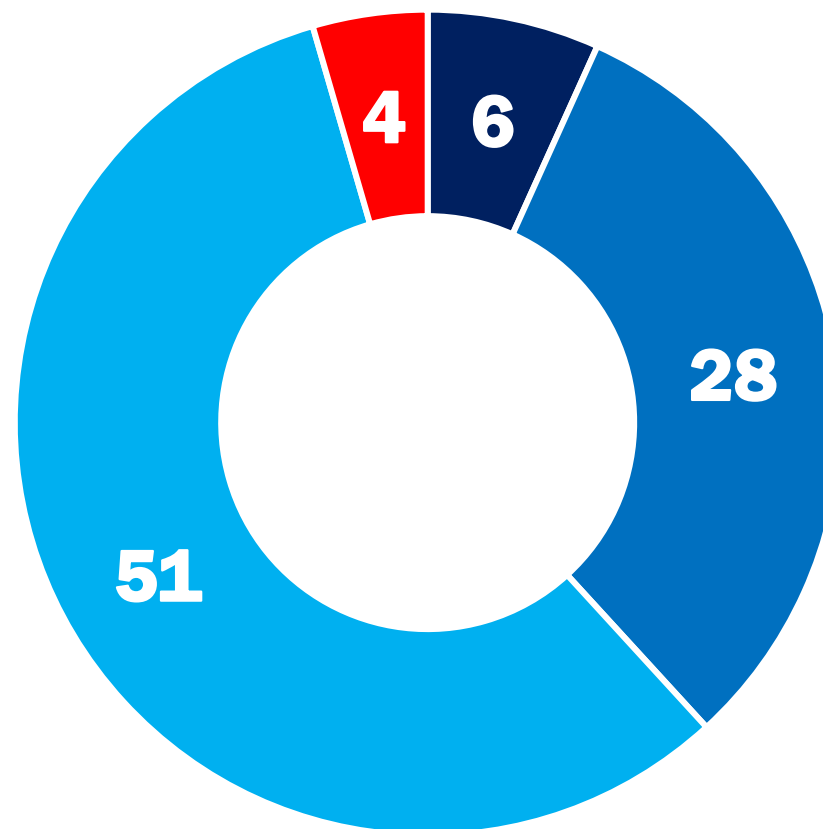
"How often do you visit a Café/QSR either for takeaway or to dine in?"

Chain or individual Cafe



%

Chain or individual QSR

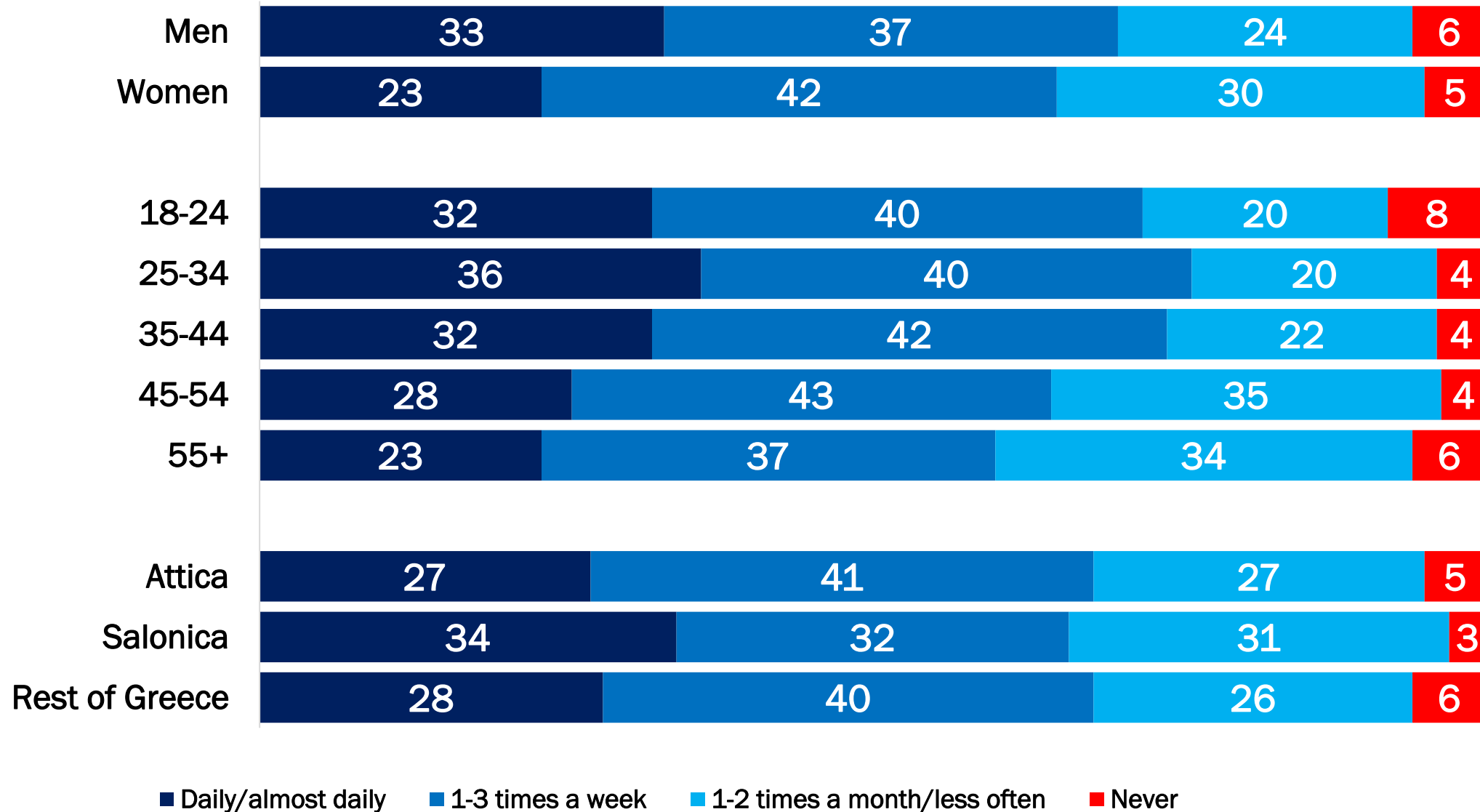


■ Daily/almost daily ■ 1-3 times a week ■ 1-2 times a month/less often ■ Never

Cafés are more popular amongst men & young people

"How often do you visit a Café either for takeaway or to dine in?"

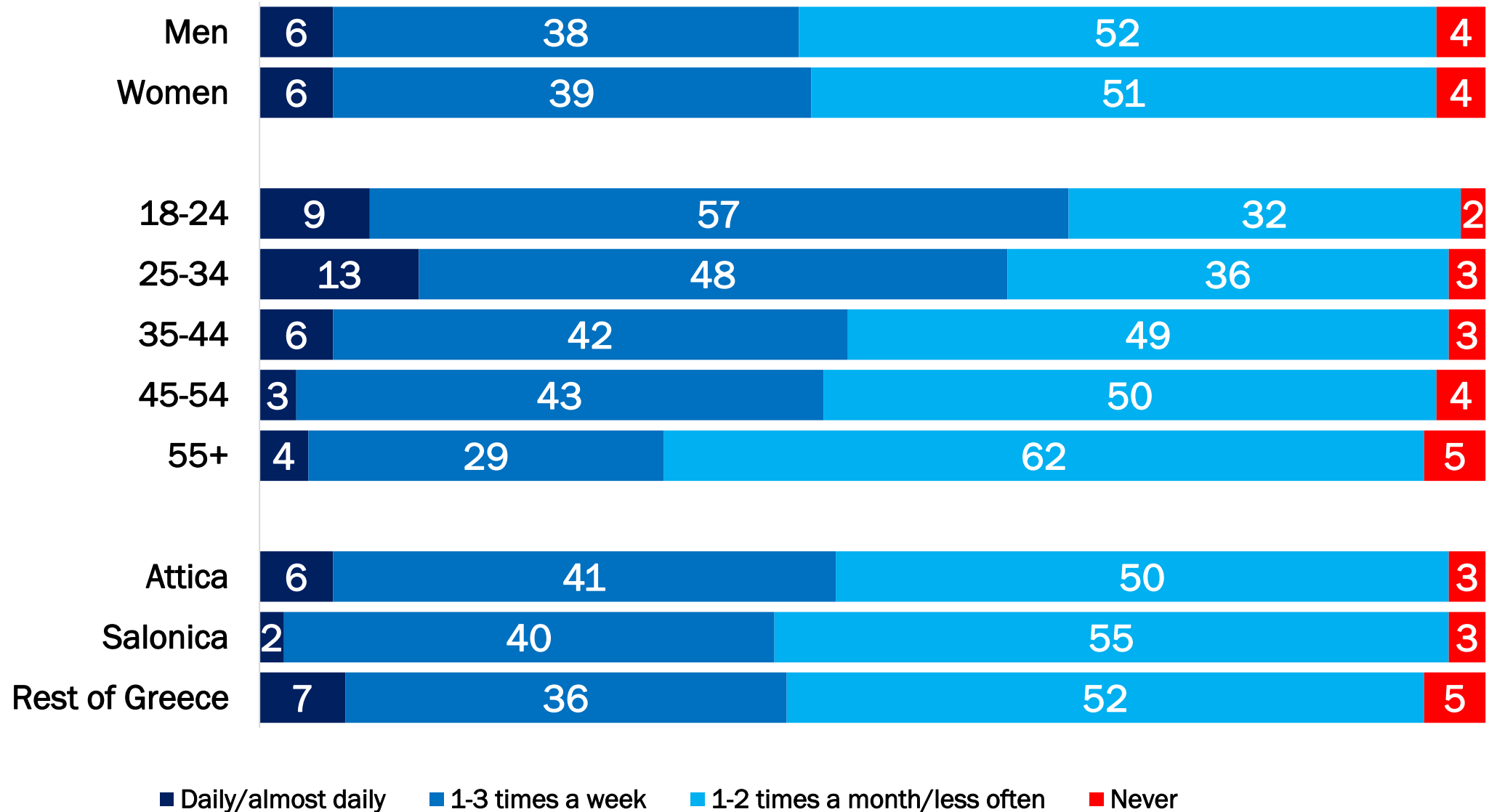
%



QSRs are more popular amongst young people

"How often do you visit a QSR either for takeaway or to dine in?"

%

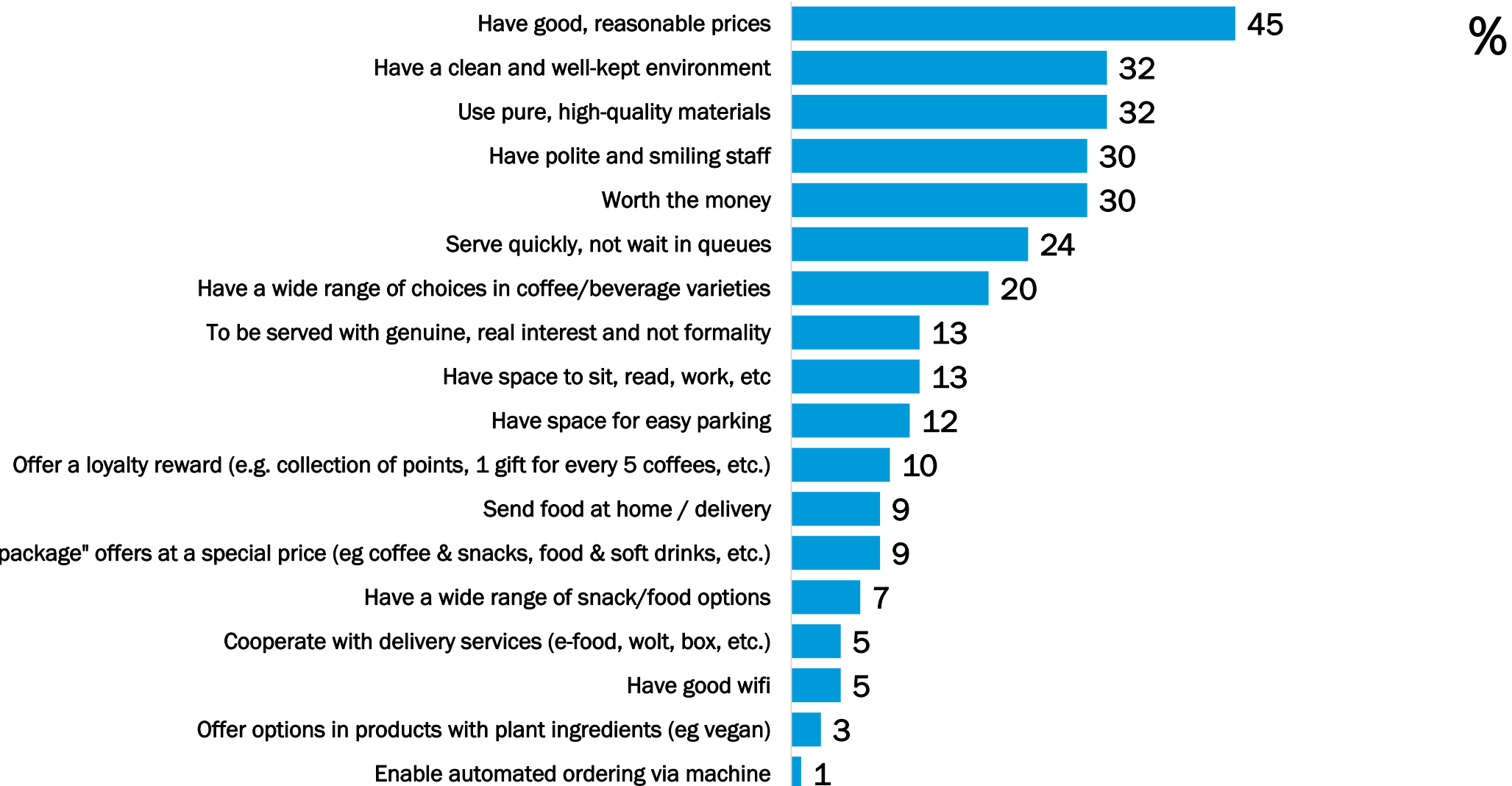




Selection criteria for the favorite store

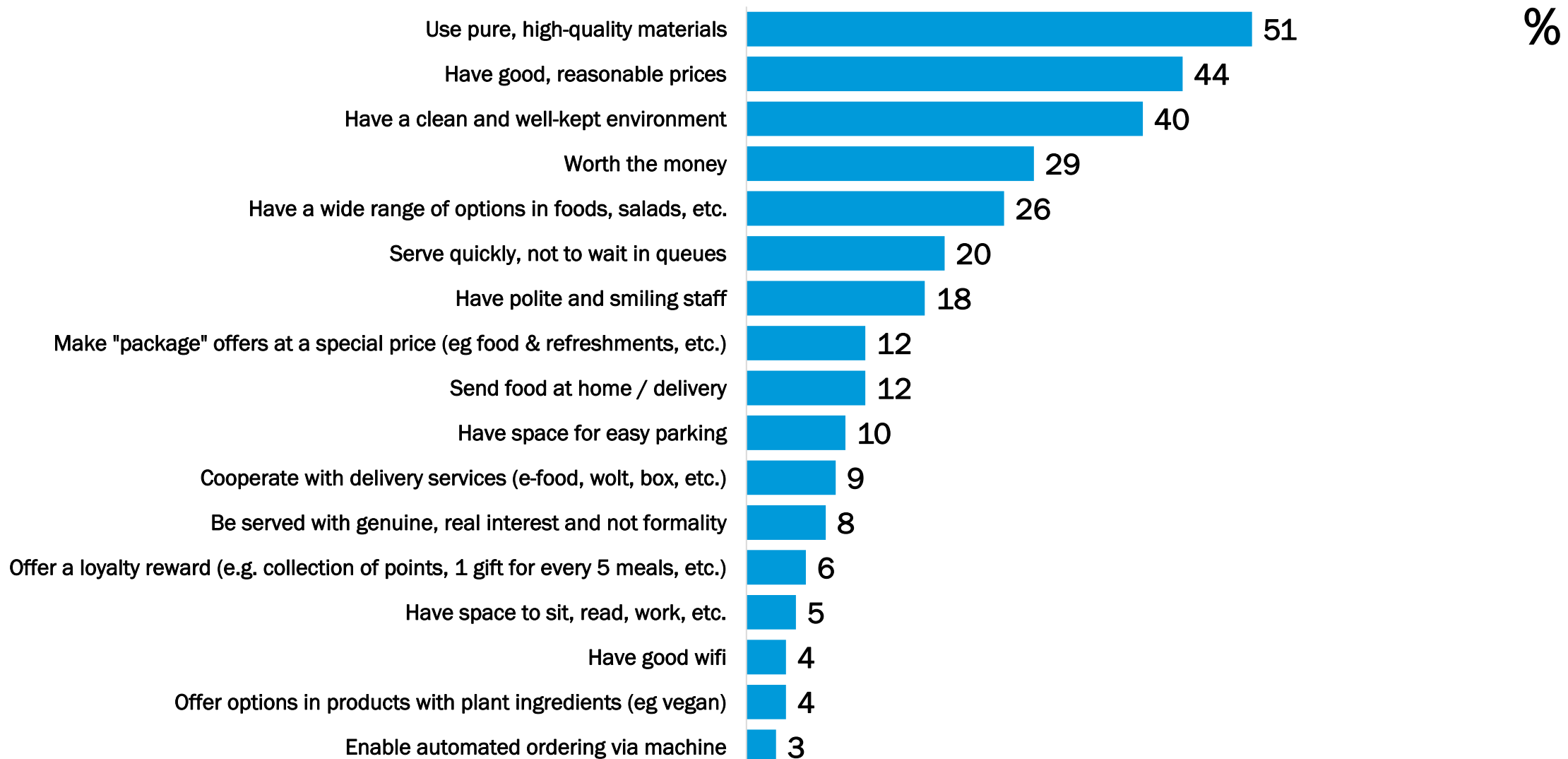
Quality, staff/service & value for money are the Top 3 criteria for the favorite Cafe

"What is important to you when choosing the Café you visit regularly?" Rank in priority order»



Pure ingredients, prices & cleanliness are the Top 3 criteria for the favorite fast food restaurant

"What is important to you when choosing the QSR you visit regularly?" Rank in priority order»

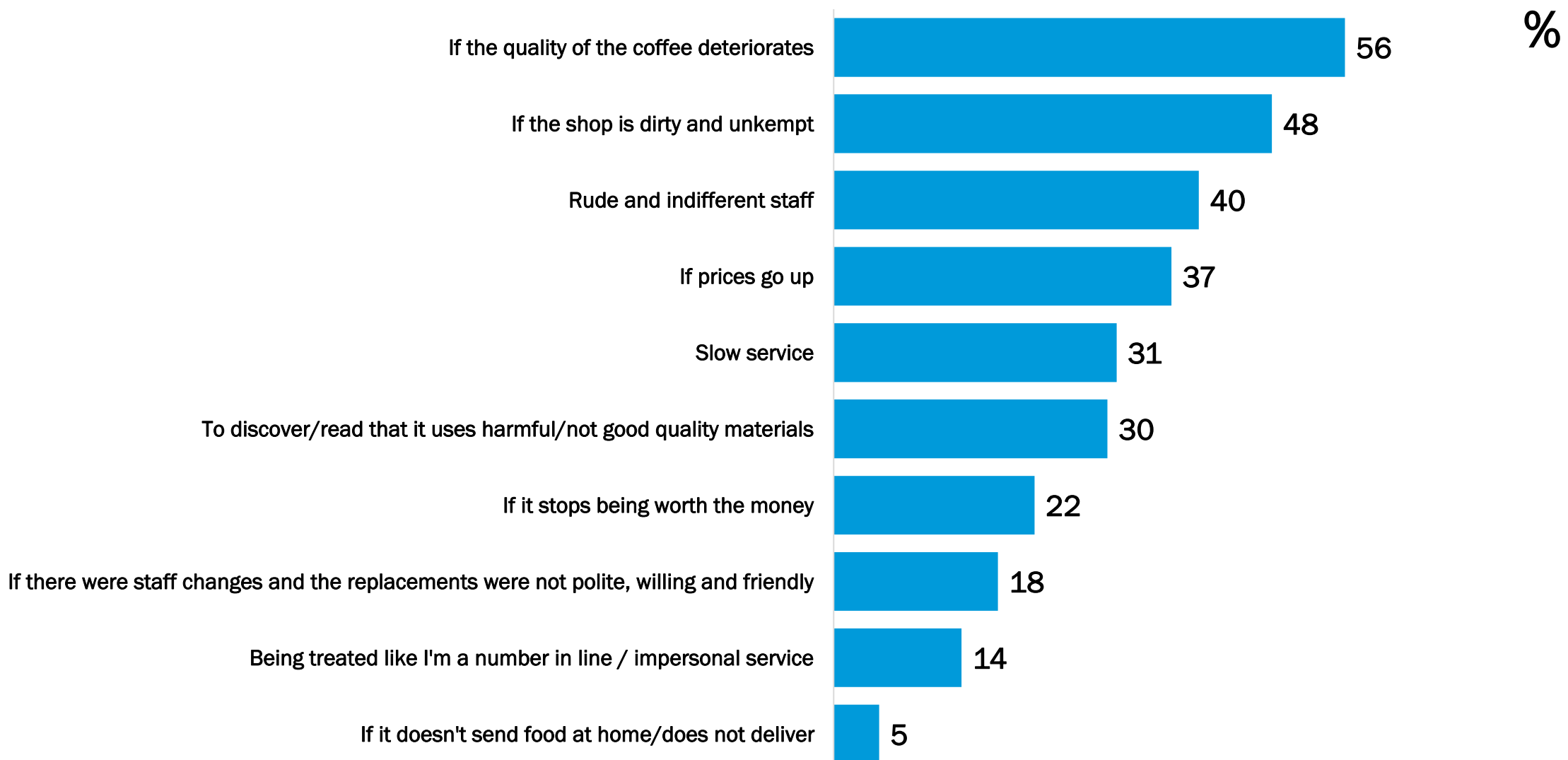




**Reasons they
would abandon
their favorite
store**

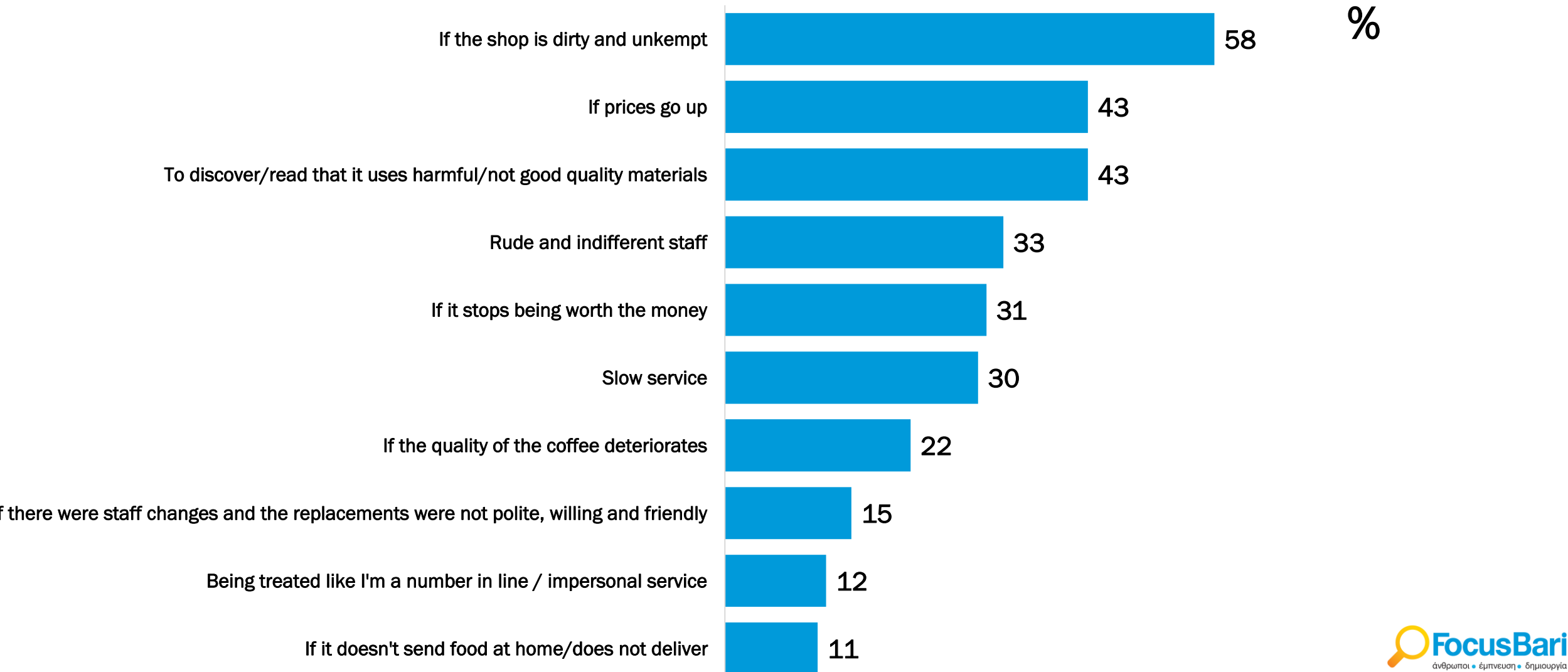
Declining coffee quality, unkempt/dirty environment & indifferent/rude staff are the main reasons for leaving your favorite Café


"What would put you off/make you leave your favorite cafe?" Rank in priority order



Untidy/dirty environment, rude/indifferent staff & declining quality are the Top 3 reasons for leaving your favorite fast food restaurant

"What would put you off/make you leave your favorite QSR?" Rank in priority order





Café & quick service restaurant chains hold an important place in the lives of Greeks

Consumer demands are increasing as the "bar is raised" through good practices and initiatives.

If you want to know more about Greeks, Cafe habits and the use & relationship with Cafés & quick service restaurants, please contact our team at

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Thank you!