

The change in consumer habits in challenging times

National Survey Results
September 2023





We will see...



Supermarket habits and preferences



Loyalty Cards



Offers & "Smart Shopping"



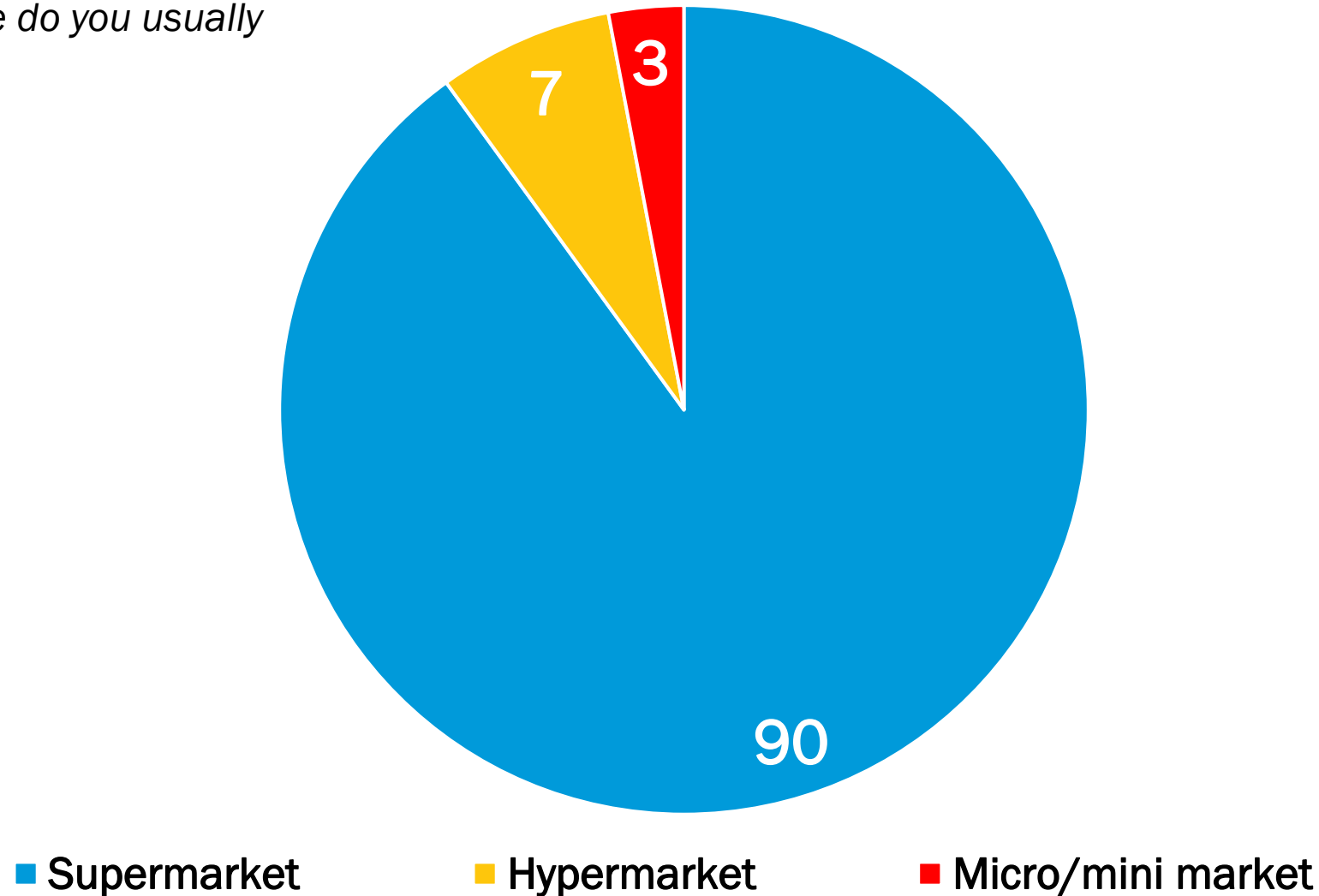
Research Basic Specifications

- Online interviews via YouGov panel
- Structured questionnaire
- Population : Men & Women 18+ Nationally
- Cumulative sample of this report: 1002 people
- Fieldwork : 4-8 September 2023
- Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

Supermarket habits and preferences

Nine out of ten Greeks shop systematically at supermarkets

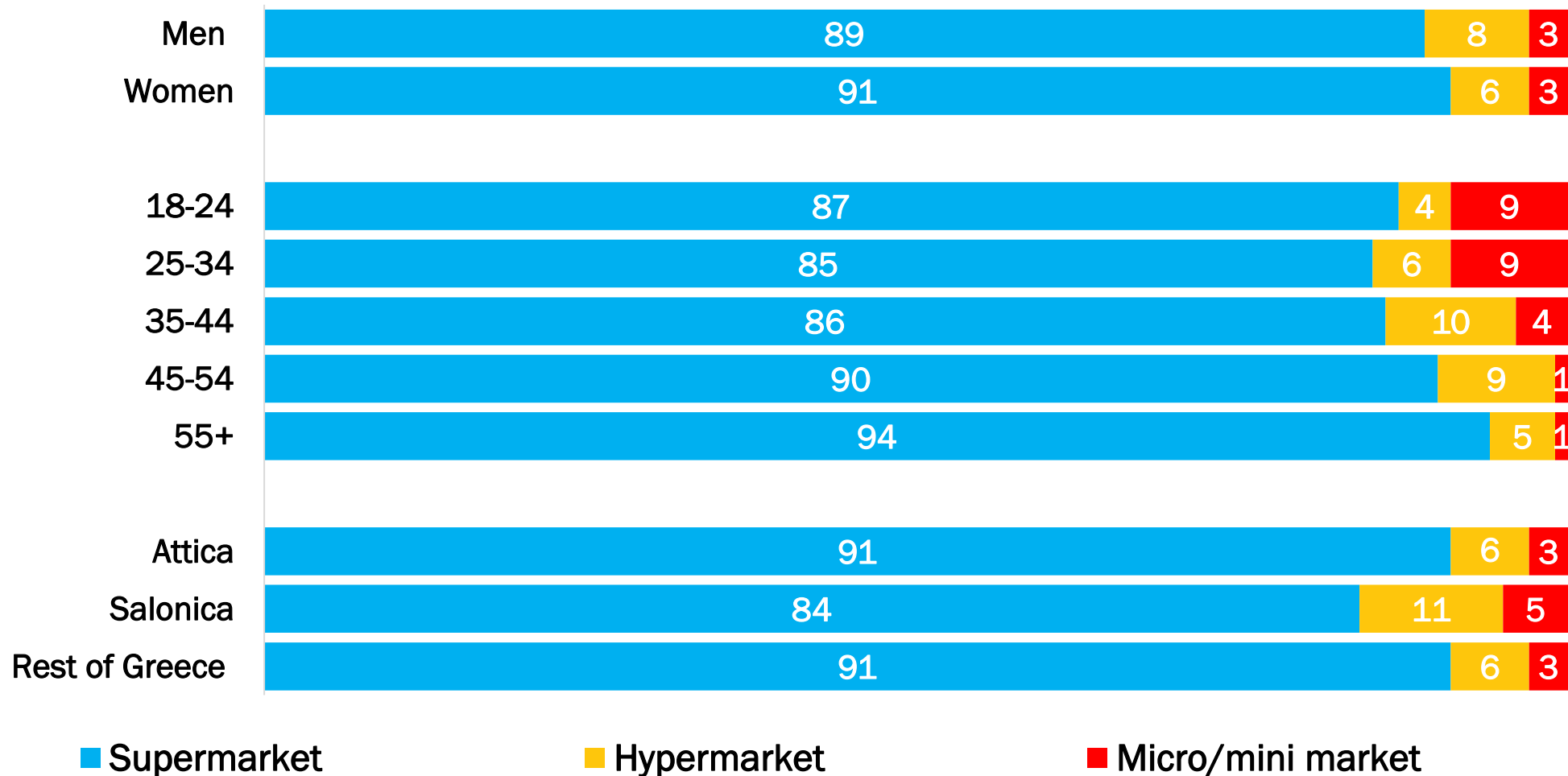
"What type of store do you usually shop at?"



The supermarket is the primary choice for all demographic groups with minimal differences

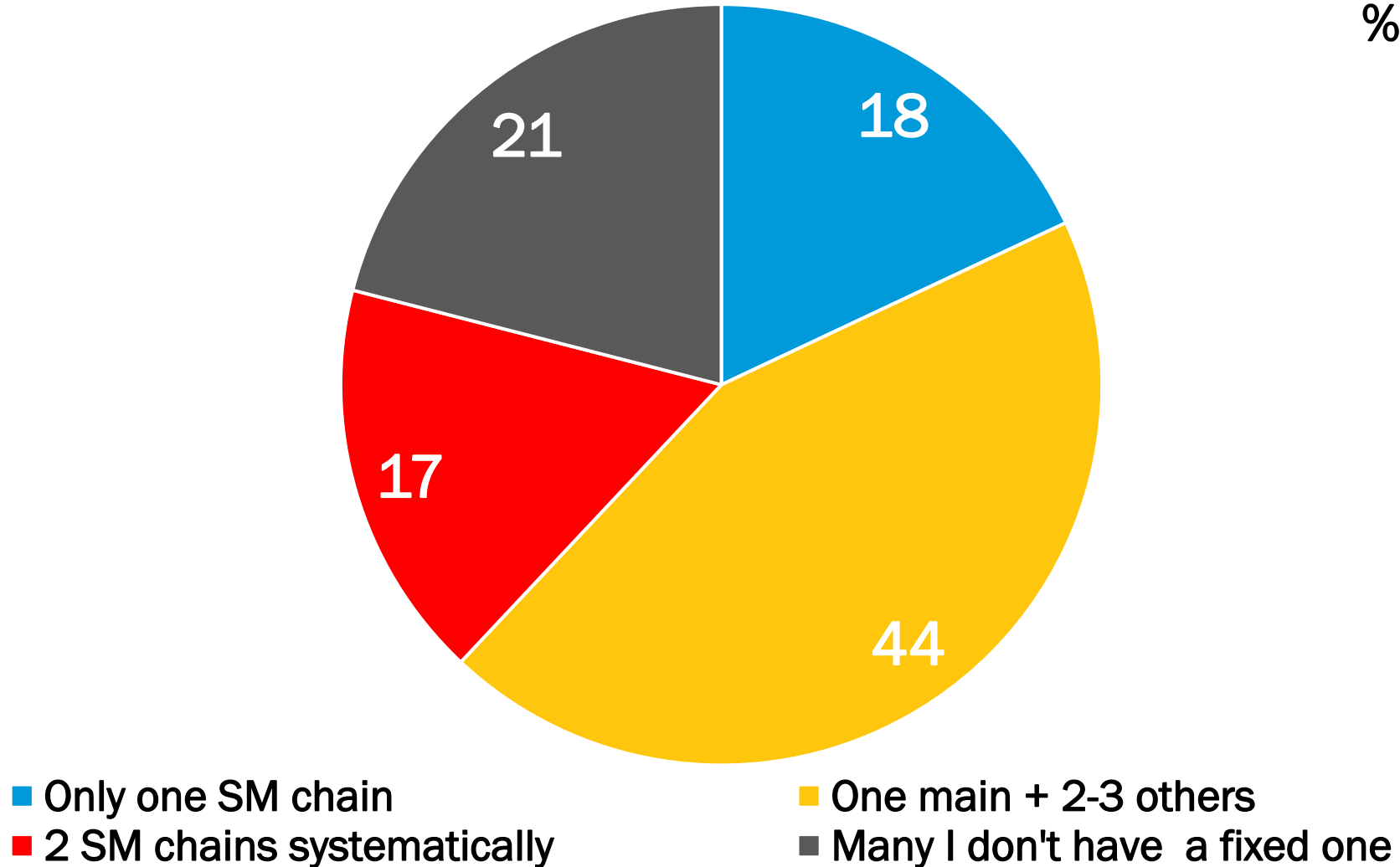
"What type of store do you usually shop at?"

%



Greeks' loyalty to a specific supermarket chain is rather "relative"

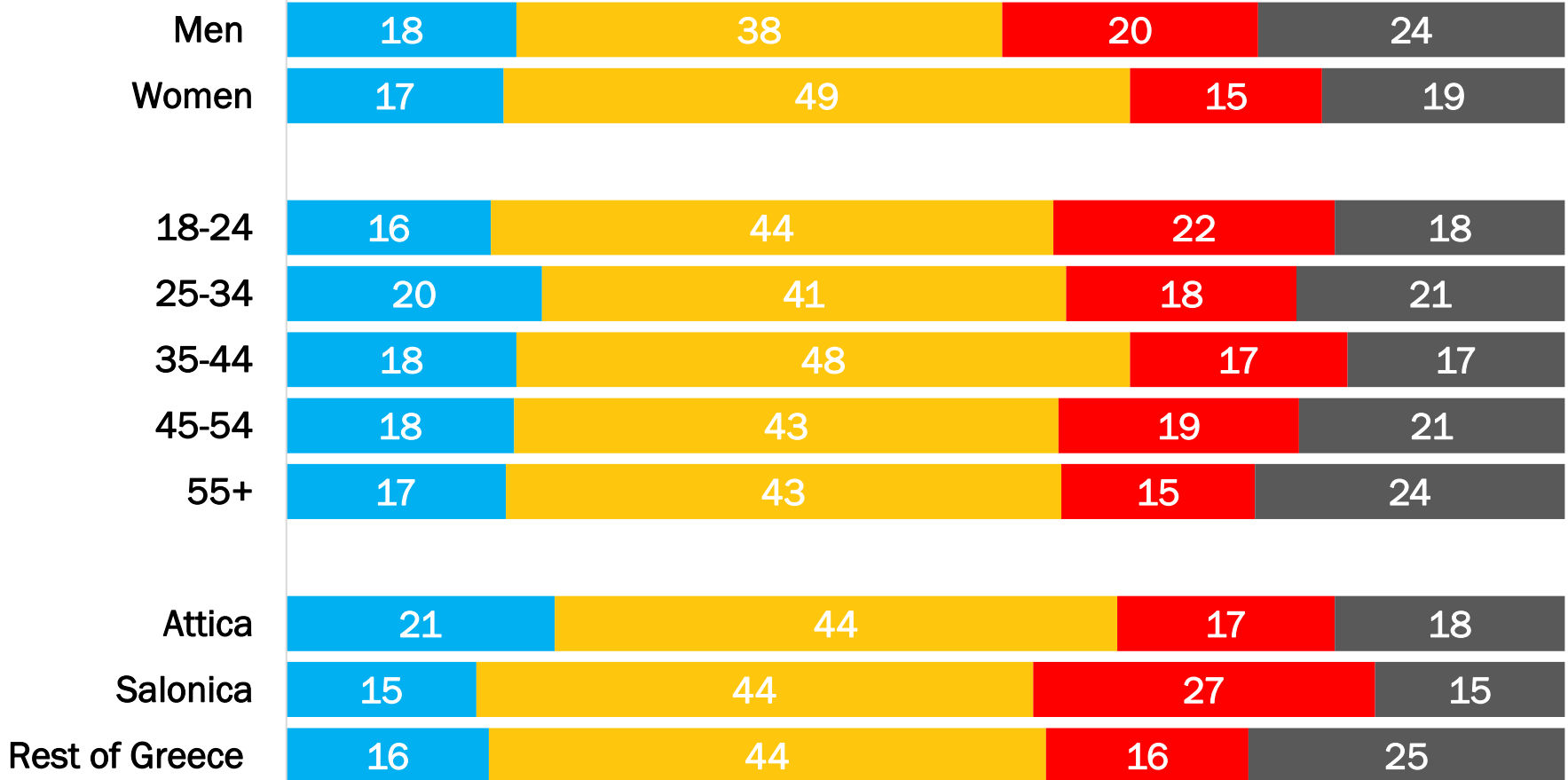
"I usually shop from..."



Low loyalty to a particular supermarket chain is similar across demographic groups

“I usually shop from...”

%

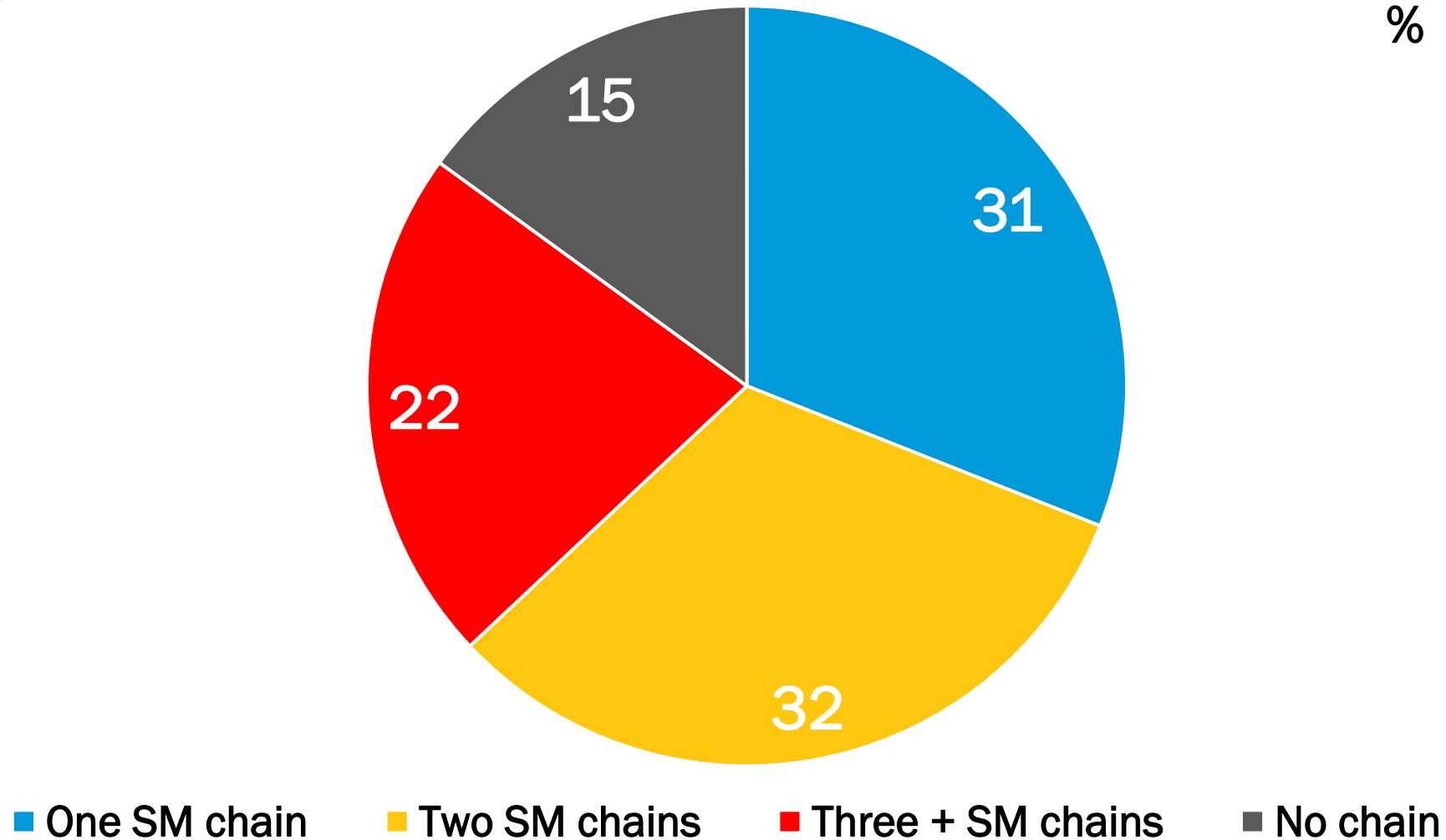


■ Only one SM chain ■ One main + 2-3 others ■ 2 SM chains systematically ■ Many I don't have a fixed one

Loyalty Cards

At the same time, Greek consumers have a loyalty/points card in different SM chains

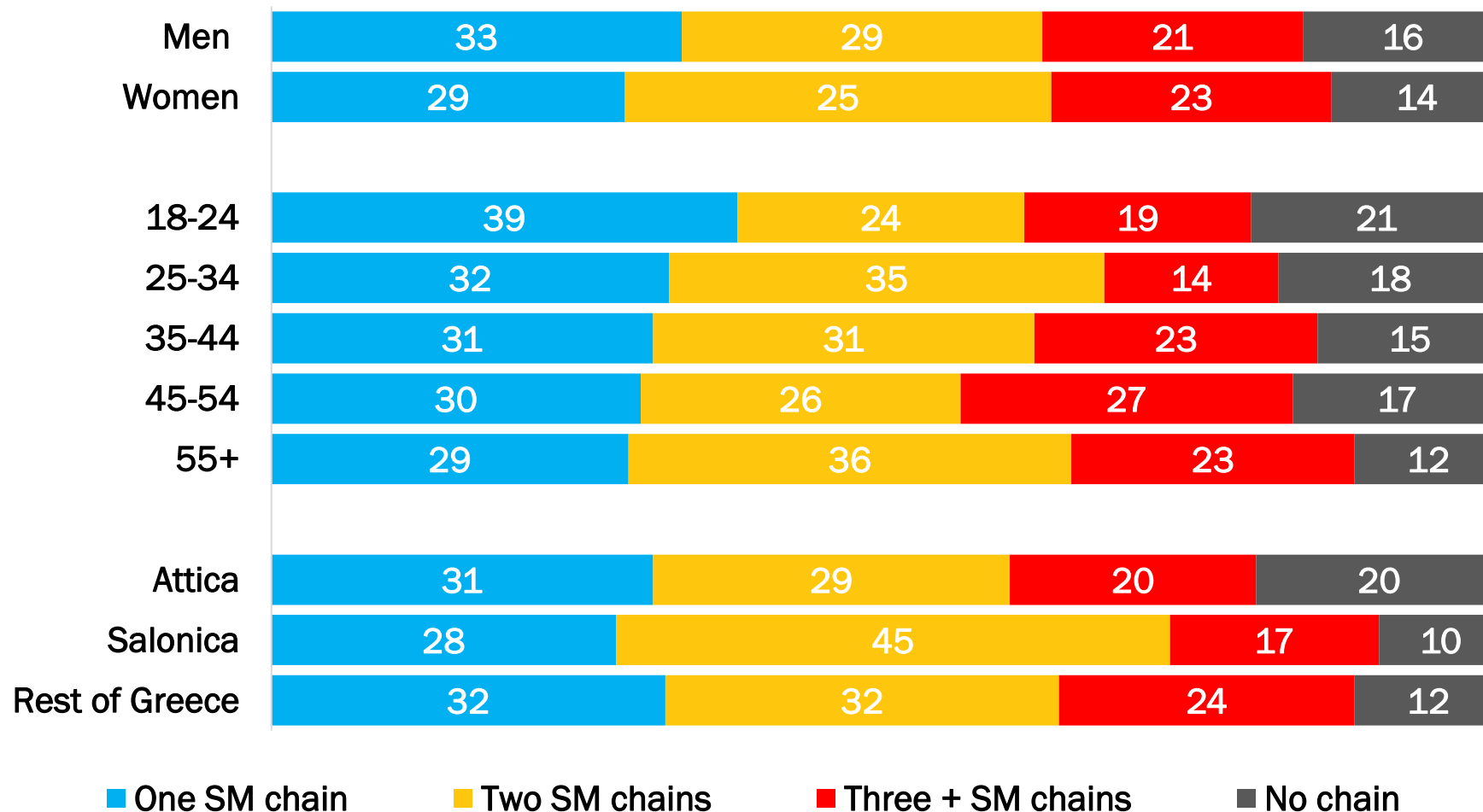
Have a loyalty/points card at...



Here too, no major differences are observed between individual demographic groups

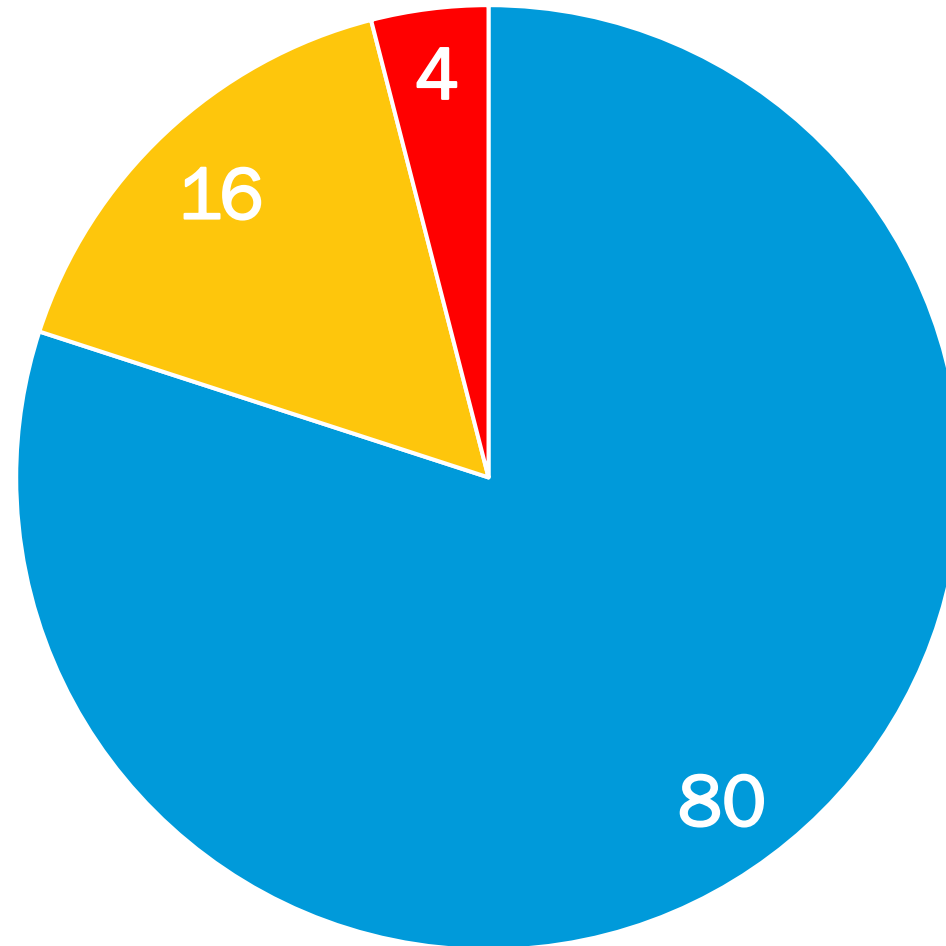
Have a loyalty/points card at...

%



4 out of 5 consumers who have a loyalty card (85% of the population) **always/almost always use it**

"How often do you use your
Loyalty/points card?"

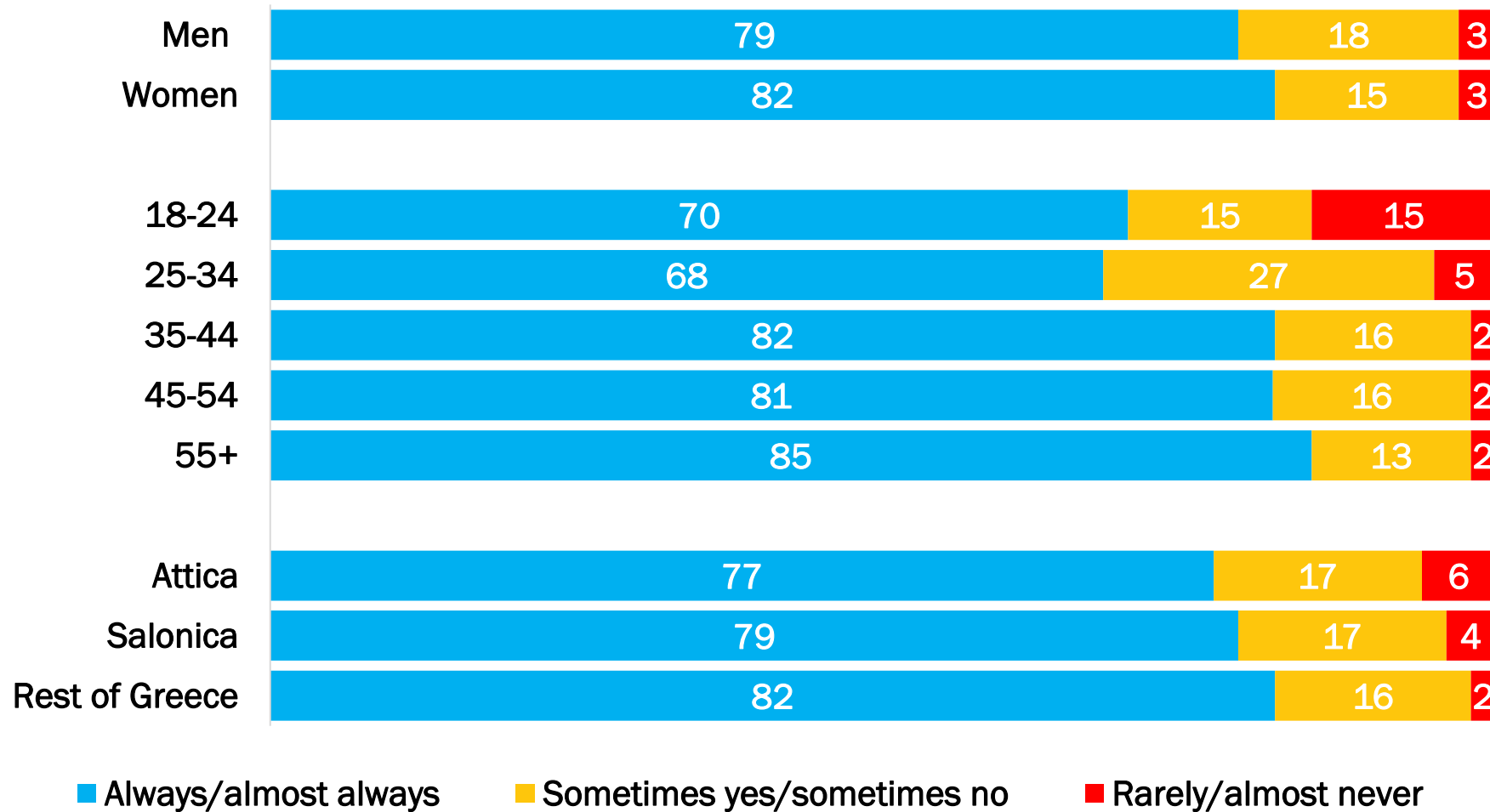


■ Always/almost always ■ Sometimes yes/sometimes no ■ Rarely/almost never

Supermarket loyalty/points card usage is lower among young adults

"How often do you use your Loyalty/points card?"

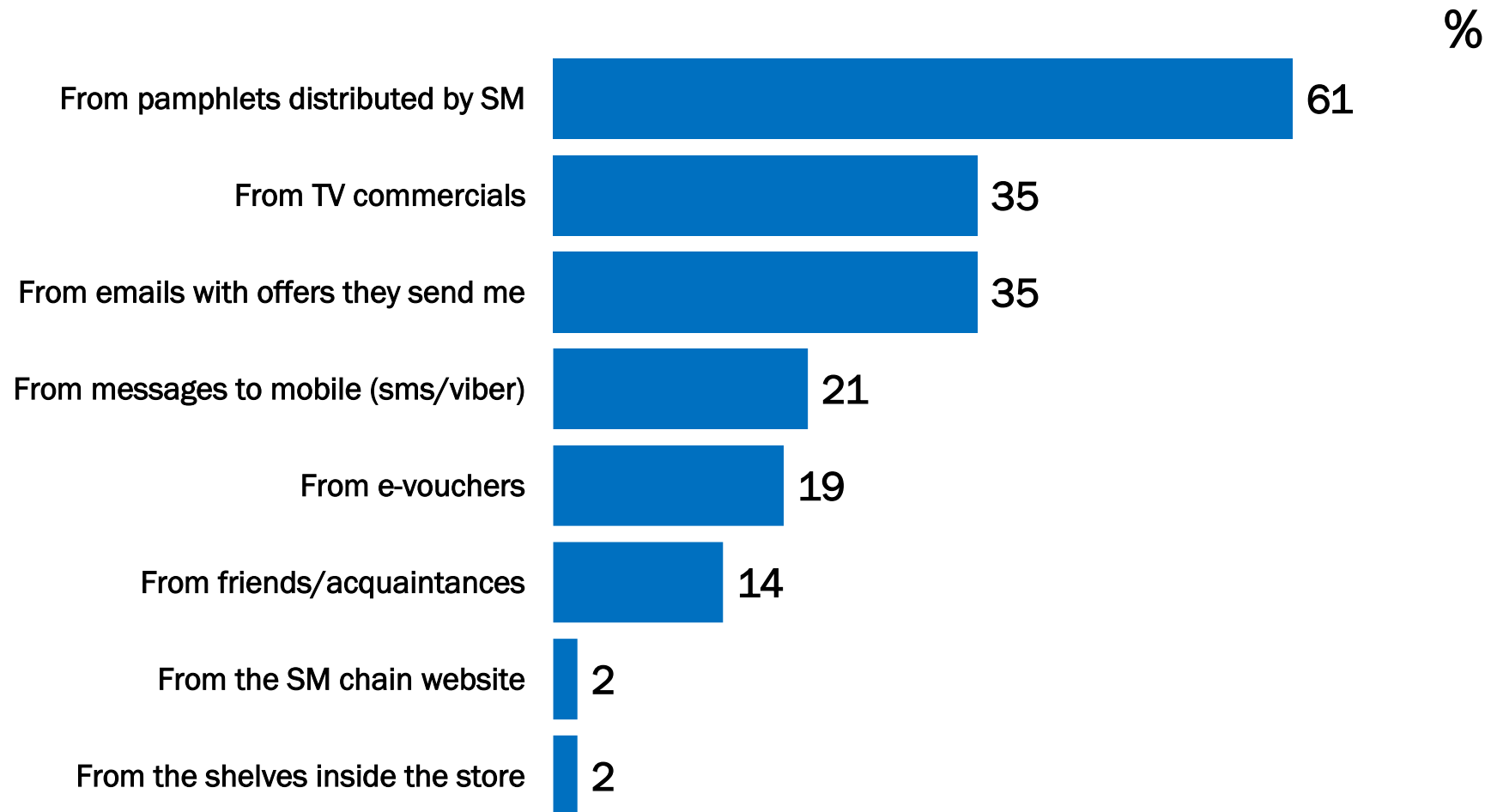
%



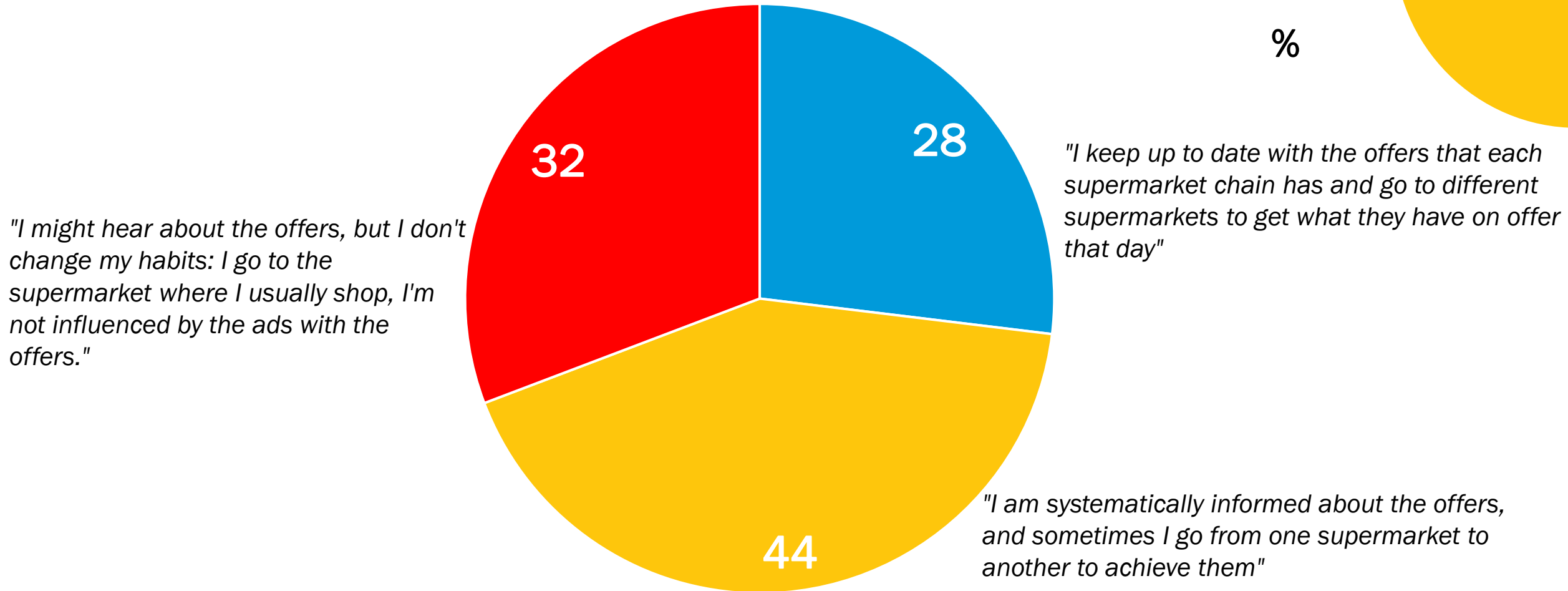
Offers & "Smart Shopping"

All—98%—Greek consumers are regularly informed about supermarket offers with the main source being supermarket chain special offers/leaflets

"How do you find out about the offers of the supermarket chains you shop at?"



Supermarket offers lead a significant portion of consumers to go from one chain to the other



Also, almost all—96%—of Greek consumers have adopted at least one "smart shopping" habit

"Given the recent price increase and how it has affected your shopping habits, which of the following actions have you implemented in the past 12 months to save money or spend less at the supermarket?"



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Thank you!

Want more info? Ask antigoni@focus.gr

