

# **How Inflation Affects Purchasing Power and Consumer Habits: Survey in 19 Countries\***

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Volume II

\* Via the international network


**YouGov**<sup>®</sup>



# We will see...



Smart Shopping Techniques



Product categories and what smart shopping techniques consumers use



What are they planning to do in the future to save money?



# Research Basic Specs

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- Greece: Quantitative Research Online
- Structured Questionnaire
- Via YouGov panel (32+ thousand active members)
- Population : men-women 18+ Nationally
- Sample : 1005 people
- Fieldwork : 2-7 November 2023
- National Survey: via YouGov panel in 18 countries
- Population: adults 18+, total sample 18.674 people
- Focus Bari is the Affiliate Partner of YouGov in Greece ([www.yougov.com](http://www.yougov.com))

# Participating countries



United Kingdom



Spain



Greece



Italy



USA



France



Germany



Canada



Poland



Australia



Indonesia



Mexico



India



Hong Kong



China



Singapore



UAE



Sweden

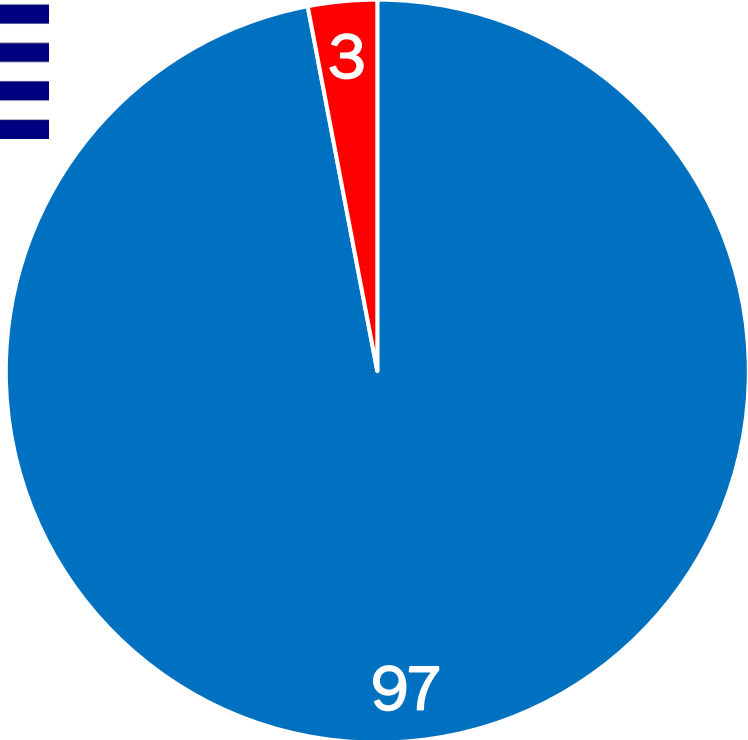


Denmark

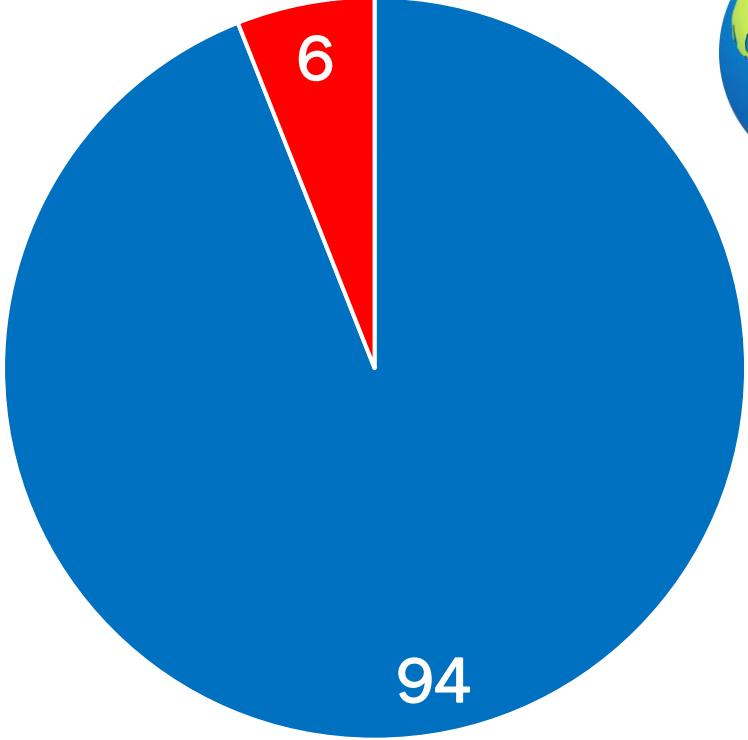
# Smart Shopping

# Almost all consumers both in Greece and internationally have taken at least one action to save money

Q. "Which of the following (if applicable) have you done to save money on your purchases in the past 12 months?"



■ They did at least 1 action to save money



■ The didn't do something

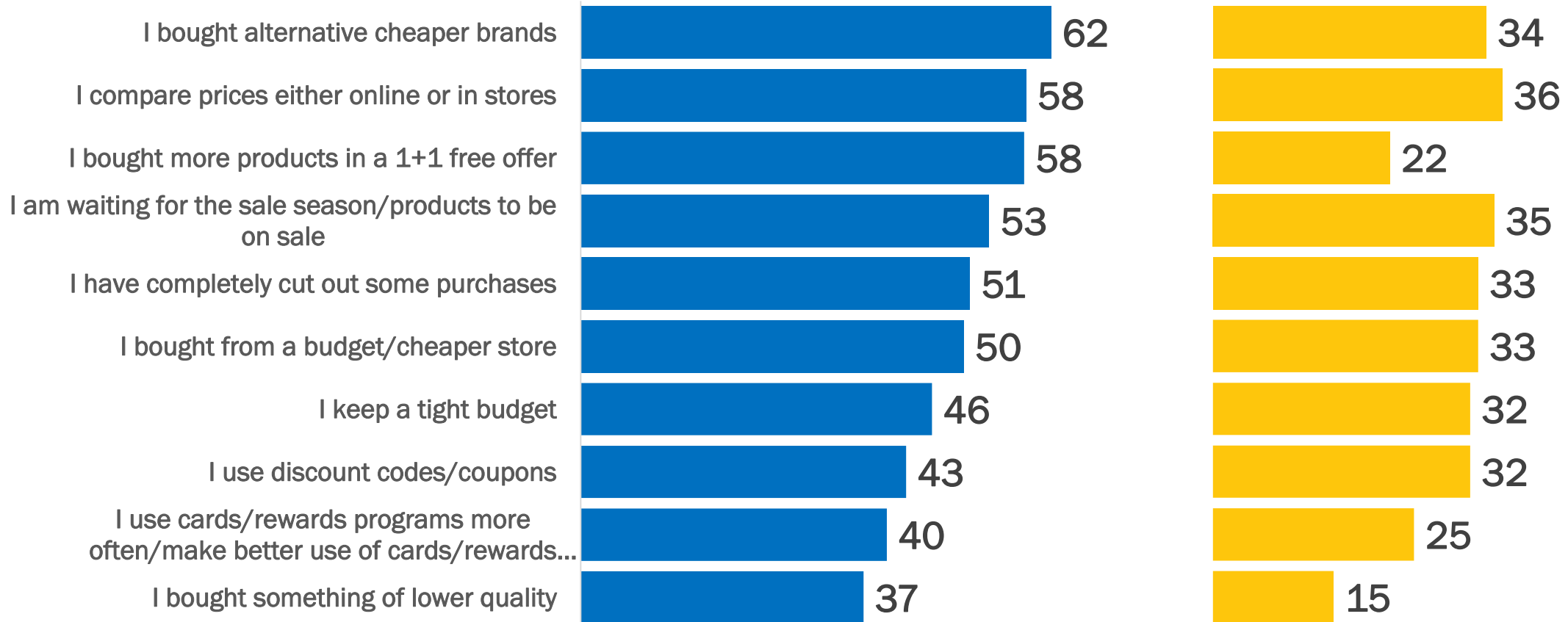


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# In Greece, consumers have turned towards much more savings solutions in their shopping than the average of the 18 participating countries



Q. "Which of the following (if applicable) have you done to save money on your purchases in the past 12 months?"



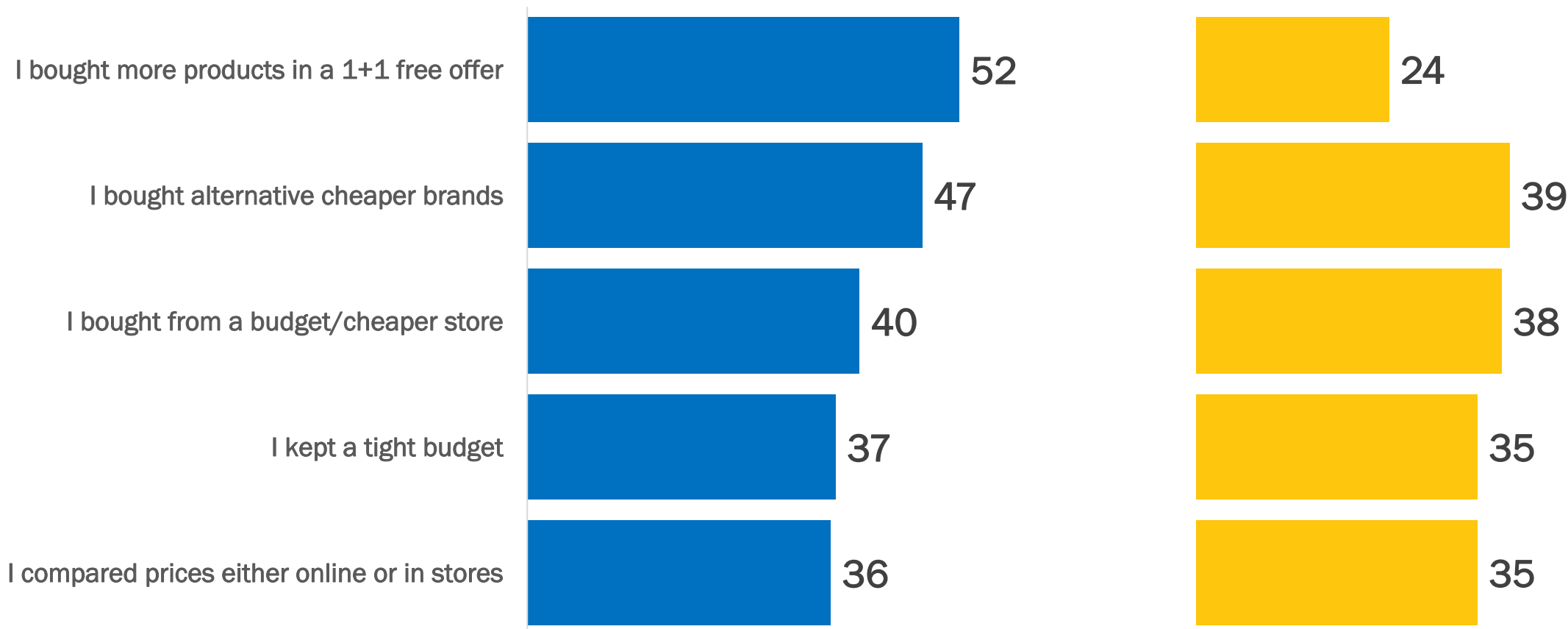
# Greeks choose the 1+1 free offers and the cheapest food/beverage brands



Q. "Thinking about how much high inflation has affected your spending patterns, which of the following have you done to save money/spend less on food/drinks (excluding alcohol) in the past 12 months?"



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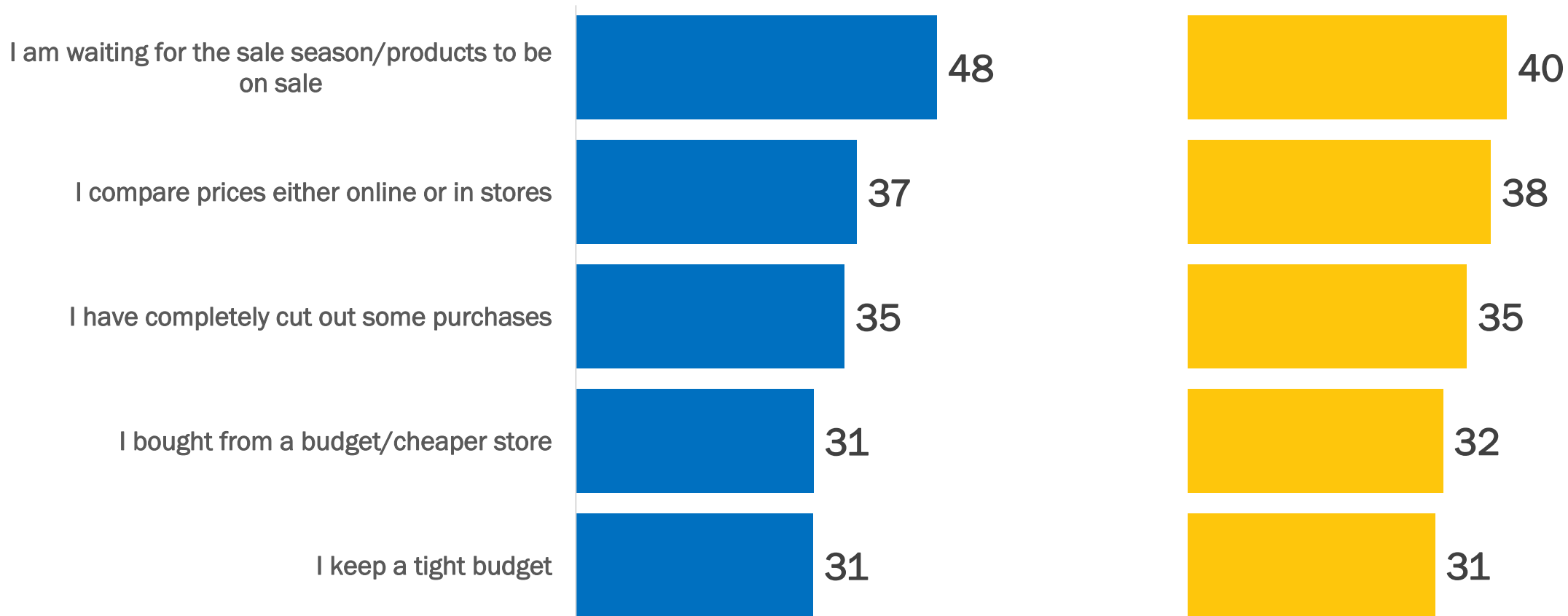
# Concerning clothes/shoes/accessories, consumers in Greece and internationally wait for discounts, compare prices, or even stop shopping altogether



Q. "Thinking about how much high inflation has affected your spending patterns, which of the following have you done to save money/spend less on clothes/shoes/accessories in the past 12 months?"



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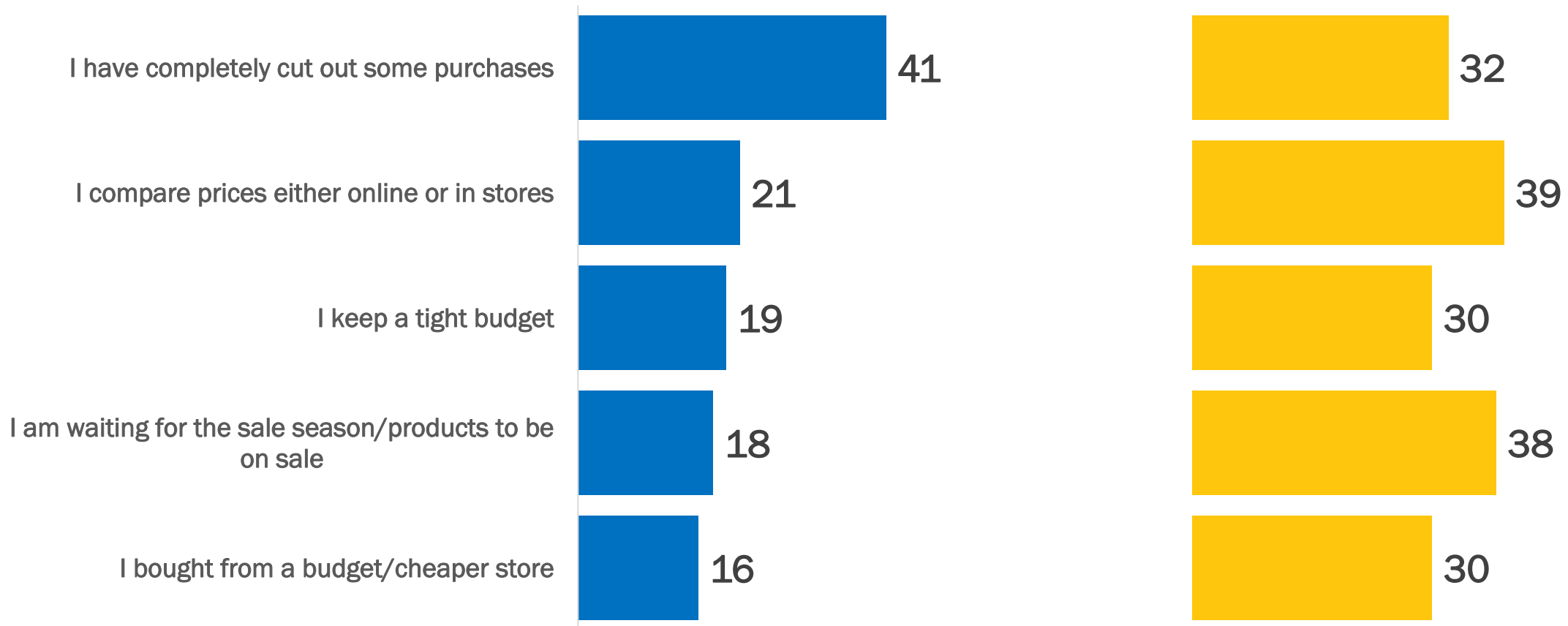
# In Greece, the big "loser" is games/books, while internationally, price comparison and sales periods are the main consumer choices



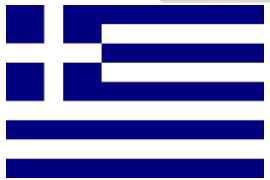
Q. "Thinking about how much high inflation has affected your spending patterns, which of the following have you done to save money/spend less on games/puzzles/books in the past 12 months?"



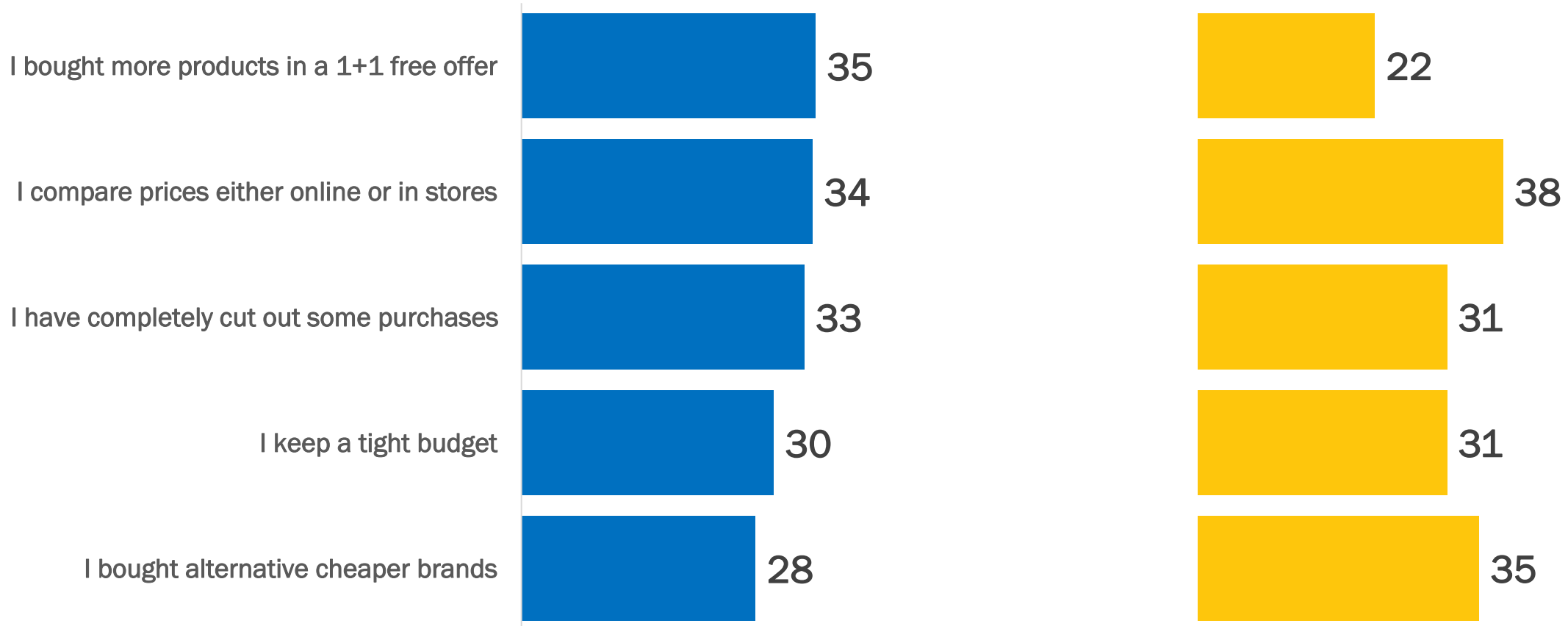
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# Cosmetics follow the path of deals and offers, with 1+1 free, price comparison and budgeting



Q. "Thinking about how much high inflation has affected your spending patterns, which of the following have you done to save money/spend less on personal care/beauty in the past 12 months?"

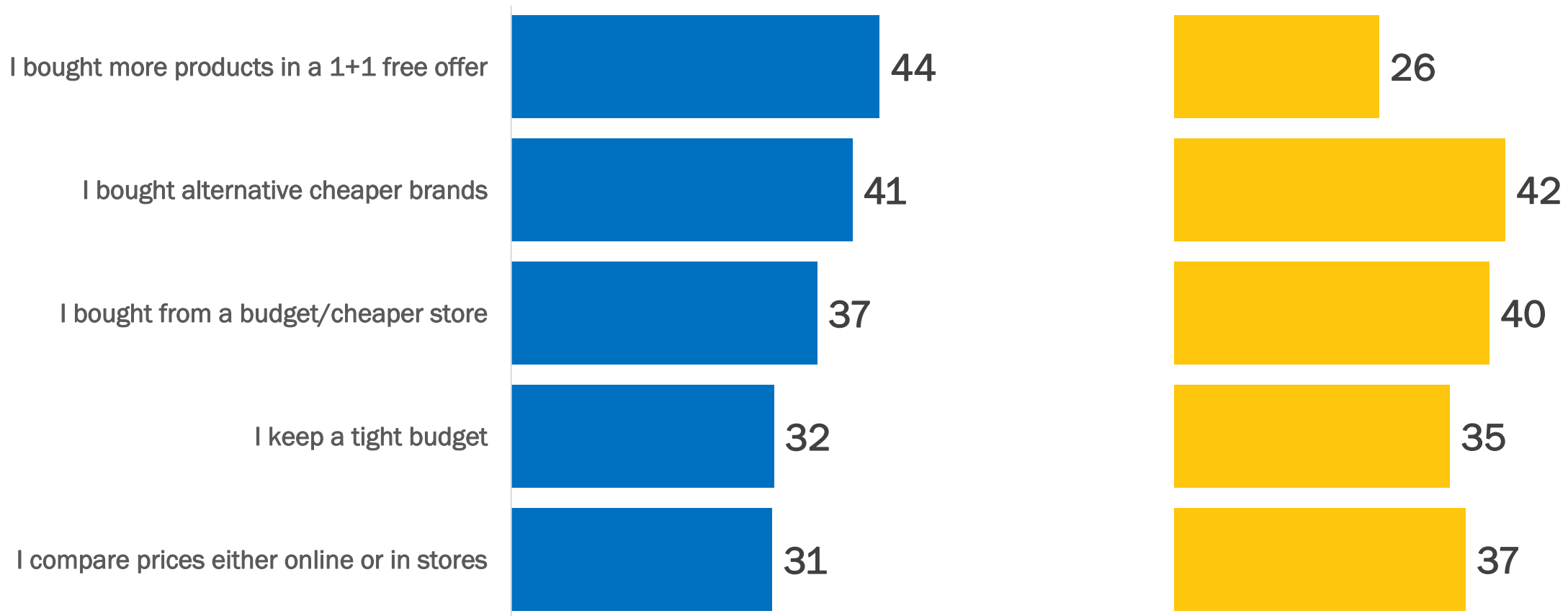


# In household/supermarkets goods, Greeks are hunting for offers, while in all countries there is a shift to cheaper brands or cheaper stores

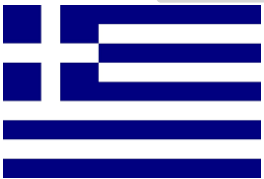


Q. "Thinking about how much high inflation has affected your spending patterns, which of the following have you done to save money/spend less on household items/toiletries in the past 12 months?"

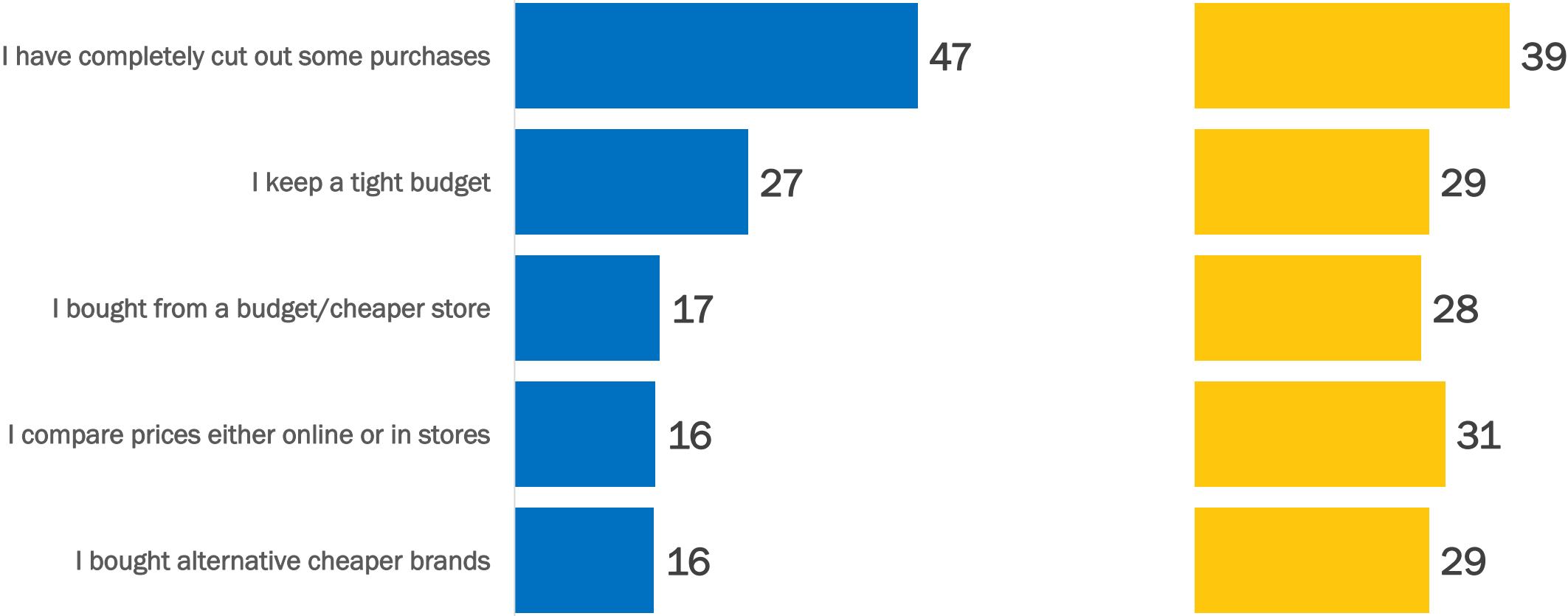
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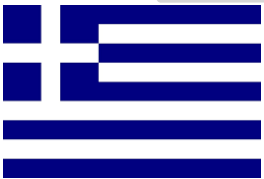
# Both Greeks and internationally, a large portion of consumers limit spending on alcohol by "cutting off" the category completely, being attentive with the budget or even turning to cheaper solutions



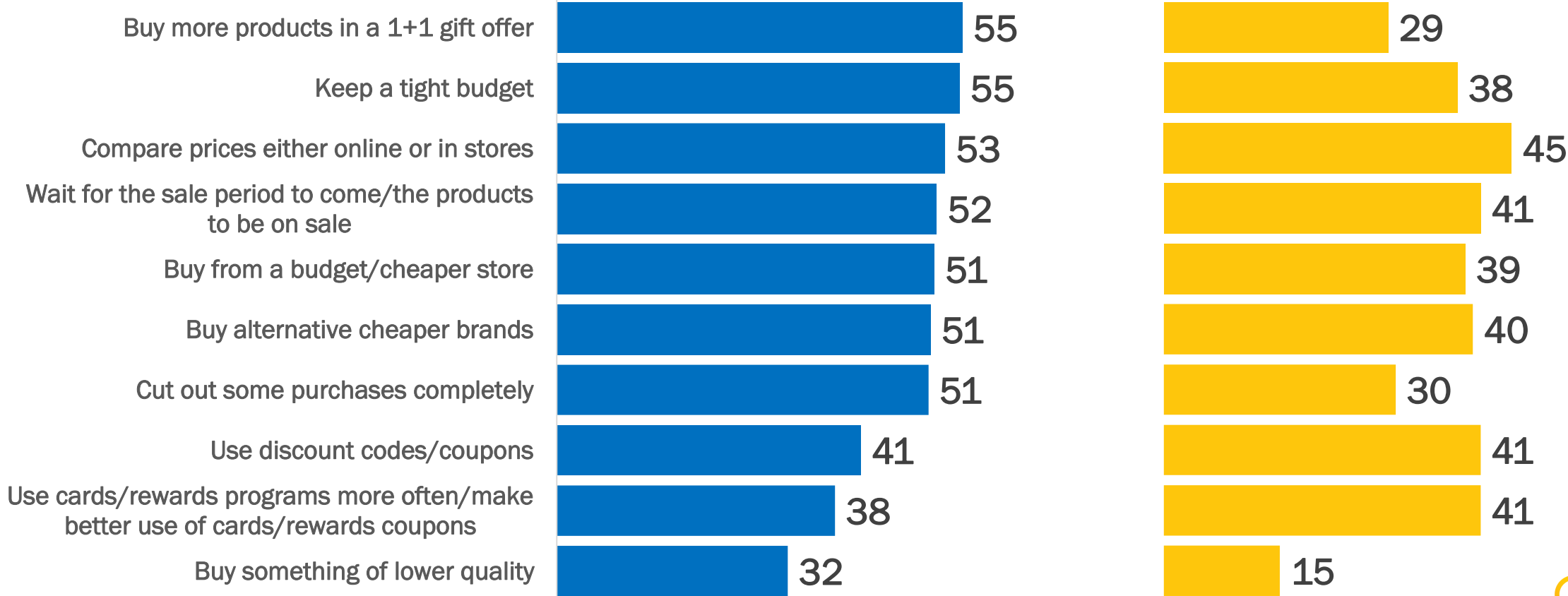
Q. "Thinking about how much high inflation has affected your spending patterns, which of the following have you done to save money/spend less on alcohol in the past 12 months?"



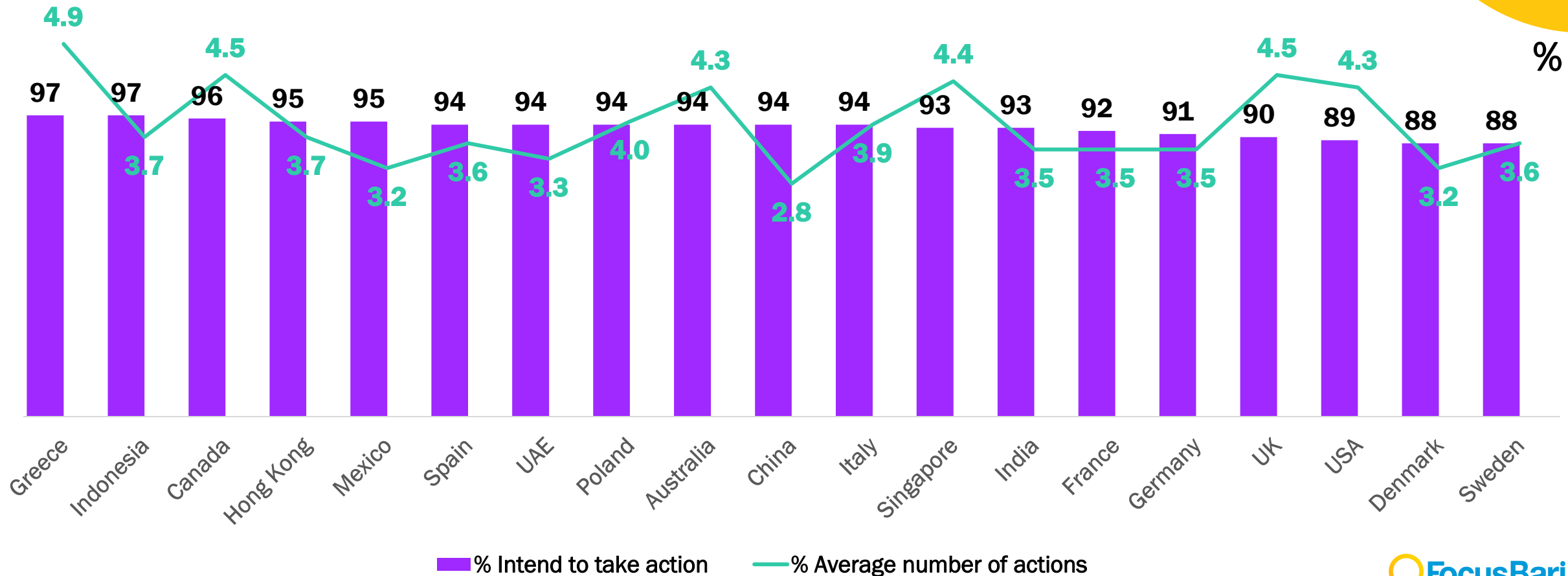
# In the next 12 months Greeks intend to keep a tight budget and resort to smart shopping solutions and a similar trend is expressed by the other 18 countries internationally



Q. "Which of the following (if applicable) are you likely to do to save money on your purchases over the next 12 months?"



# Almost all consumers in all countries intend to adopt at least one smart shopping option in the next 12 months, and the average number ranges between 3.5-5 different actions



# Important «takeaways»

- ✓ In all countries it seems that consumers have resorted to "smart shopping" techniques to be able to save money
- ✓ Greece comes first in the percentage of consumers' intention to take some money-saving action, while Indonesia comes second, but with a very large difference in the average number of actions.
- ✓ Concerning essentials goods, consumers resort to offers or cheaper stores/products to purchase what they need while....
- ✓ In items such as toys, clothing and cosmetics, consumers wait for sales, compare prices or have stopped shopping them altogether.
- ✓ In the next 12 months 3 out of 5 Greeks intend to keep a tight budget and search for deals.



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Thank you!