

Greeks, Food & Nutrition

Volume I

Habits, attitudes & opinions about food, nutrition & diet based on the National Survey YouGov Profiles, conducted in Greece by Focus Bari

January 2024




We will examine the following:



Fresh or Frozen?



Junk, Healthy, Vegan &
Supplements



Cooking, Eating out or Takeaway?

YouGov[®] Profiles

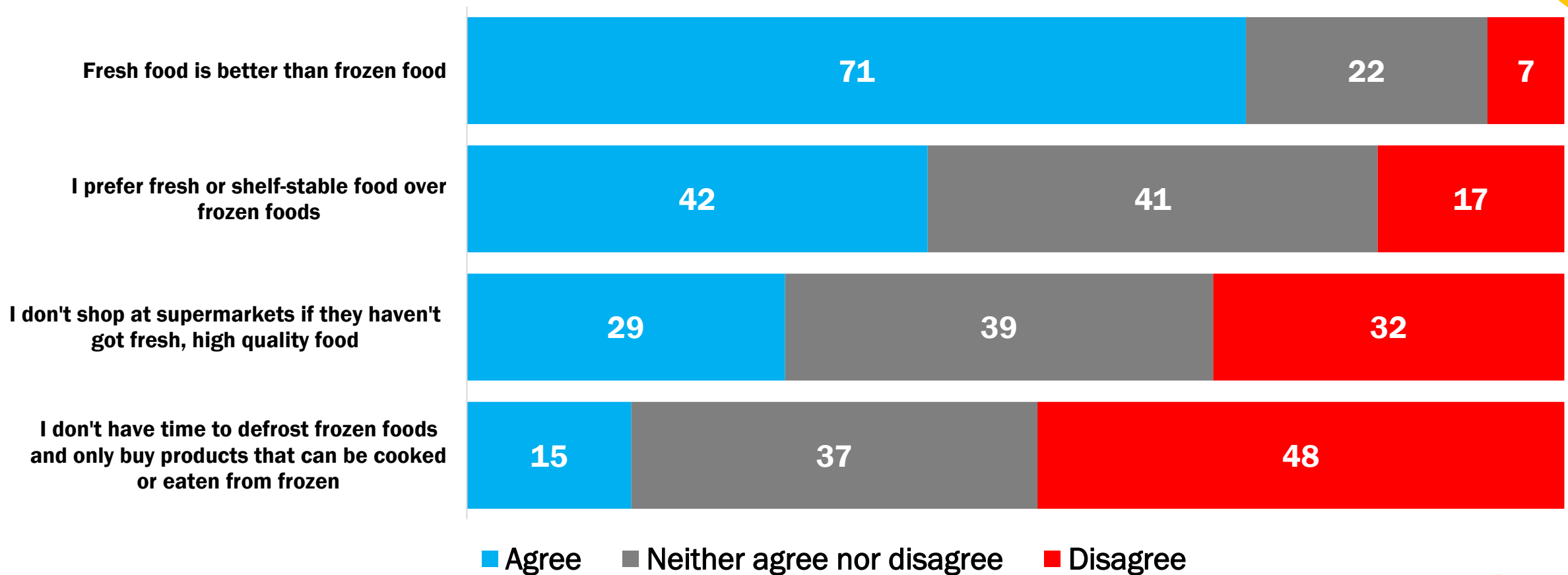
Survey Basic Specs

- Online interviews via YouGov panel within the context of the National Profiles survey conducted in Greece by Focus Bari
- Fully structured questionnaire on a wealth of attitudinal questions, investigating habits, opinions, values and mentality on a vast number of subjects and lifestyle
- Universe : Men & Women, 18 – 64 National
- Cumulative sample of present report : 9565 individuals
- Continuous fieldwork, current edition : January 2024
- Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

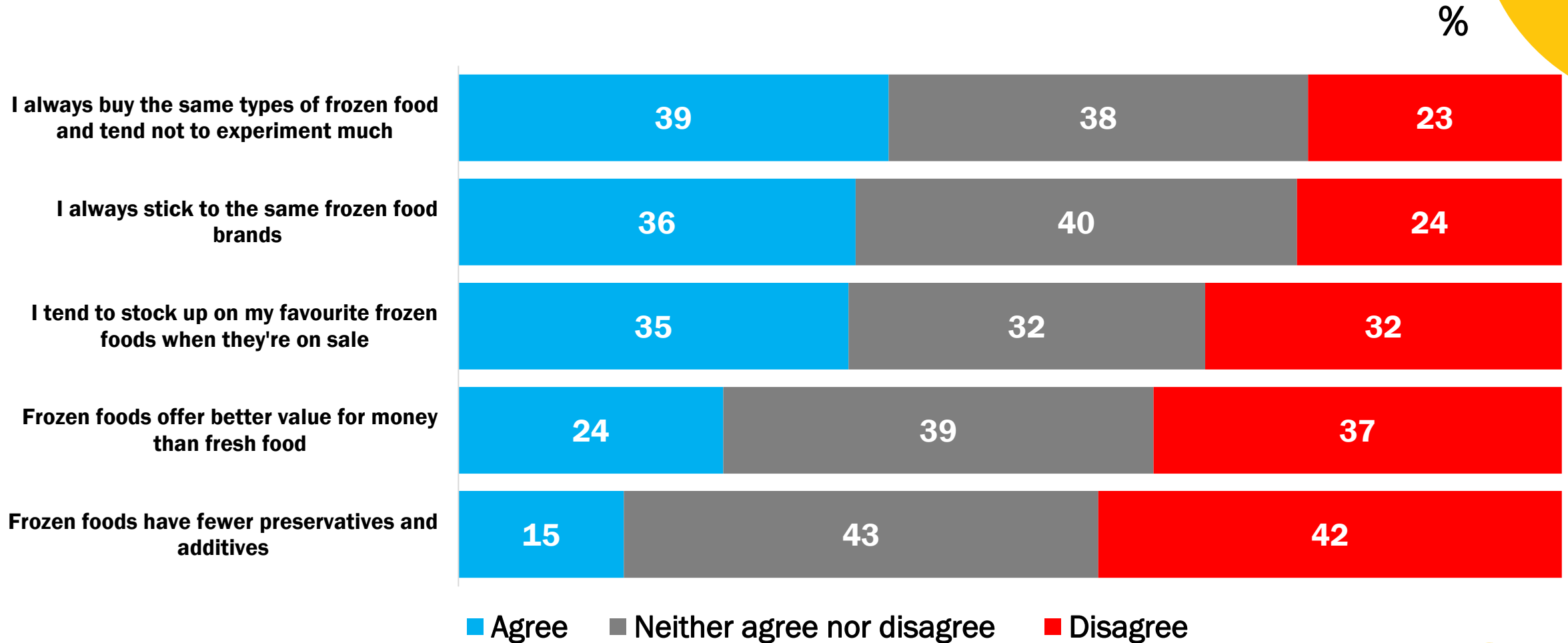
Fresh or Frozen?

The majority of Greeks are in favour of fresh food products, and to a considerable extent this is a major criterion for choosing their favourite supermarket

%



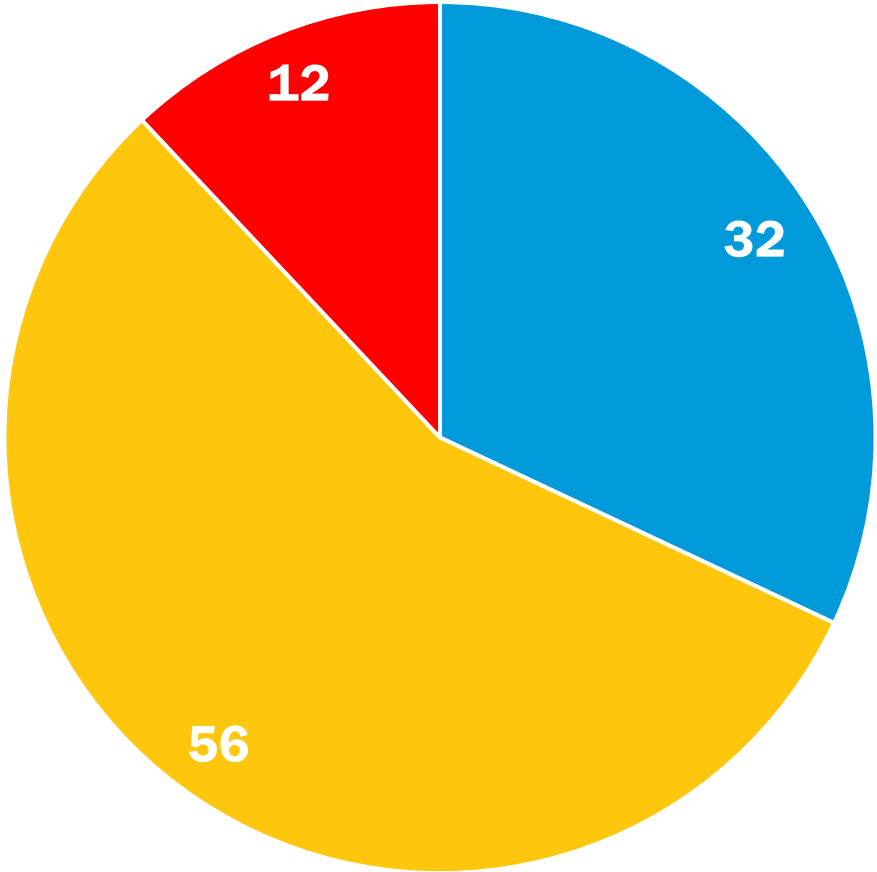
However, a considerable group of Greek consumers regularly buy frozen food products, in view of their convenience and length of life, keeping loyalty to the brands they trust



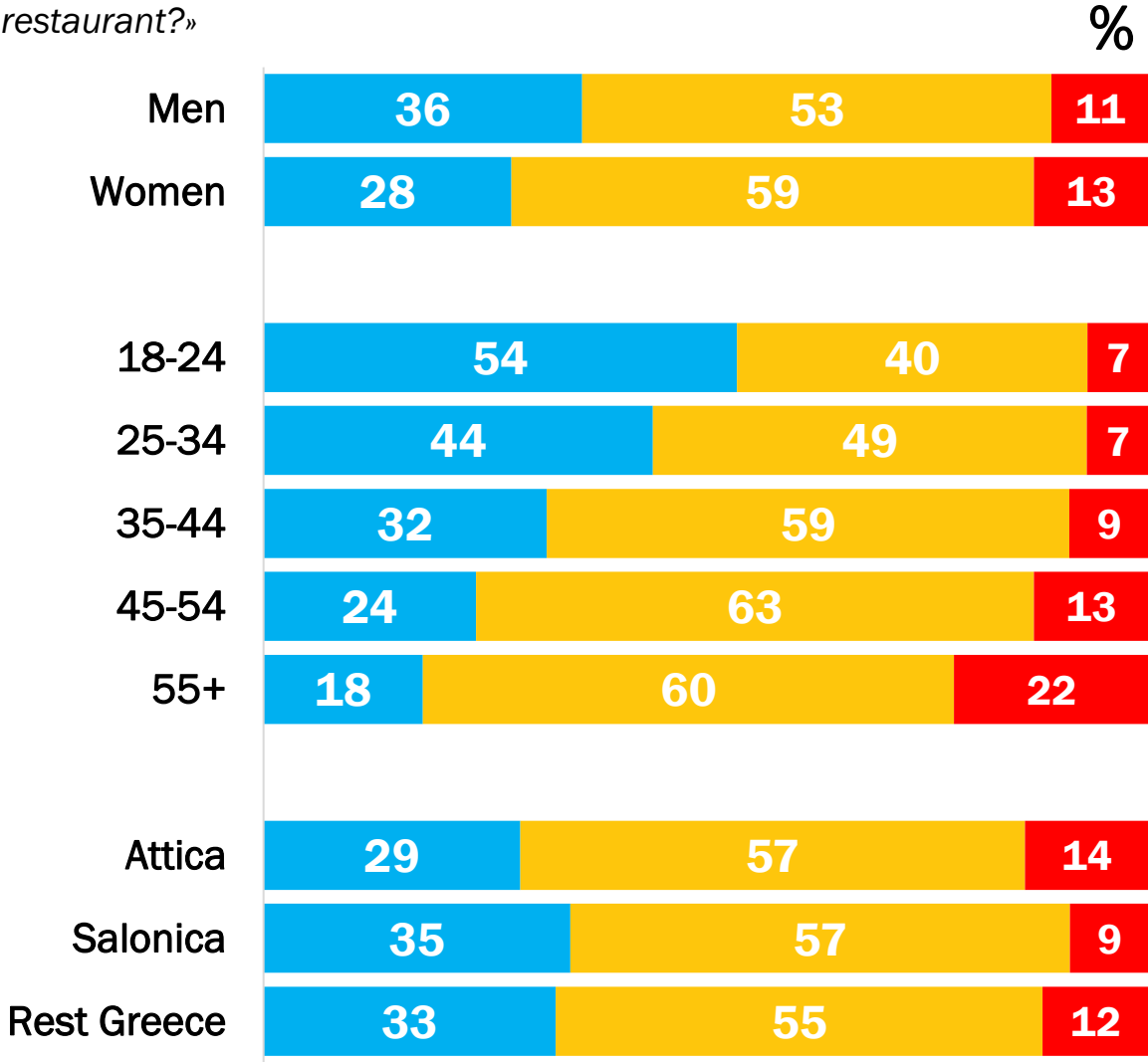
Junk, Healthy, Vegan & Supplements

One out of three Greeks, and more than one in two of the Gen Z frequently eat at a fastfood restaurant

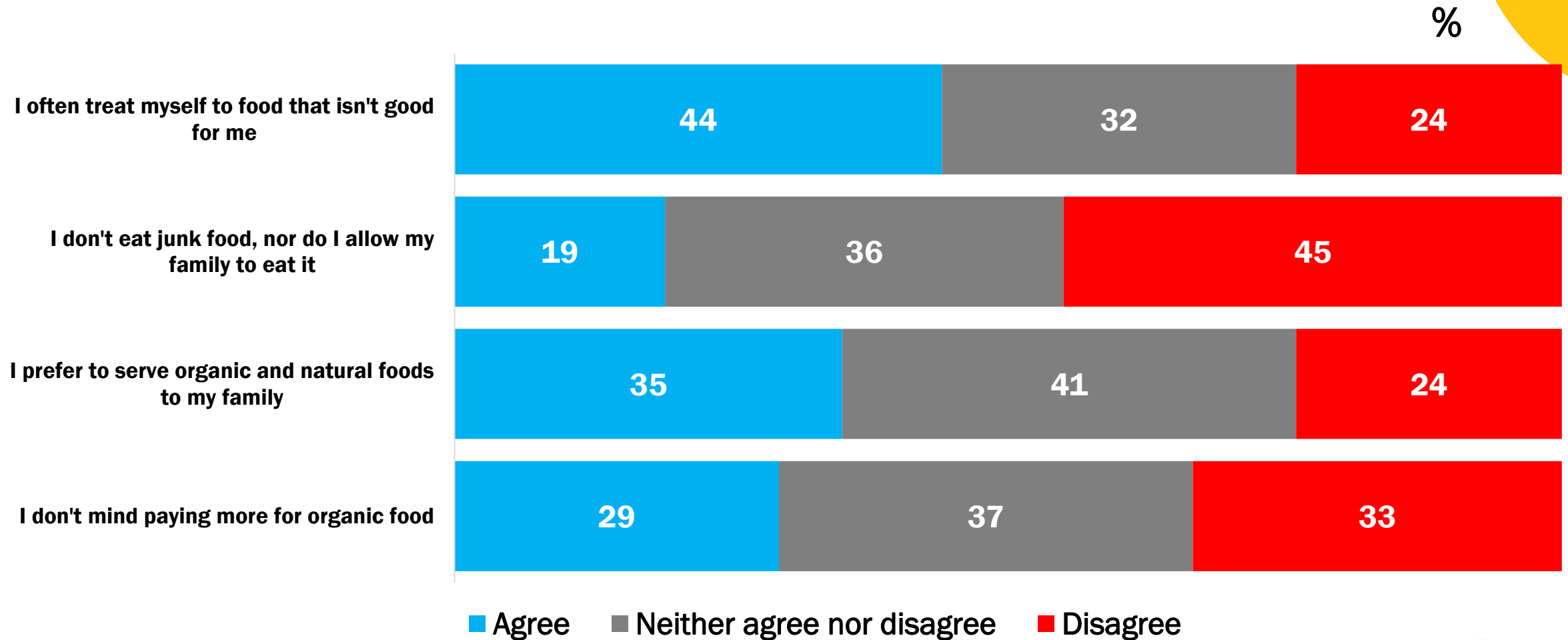
Q. «Generally speaking, how often do you eat at a fastfood restaurant?»



■ Frequently/often ■ Less frequently ■ Never

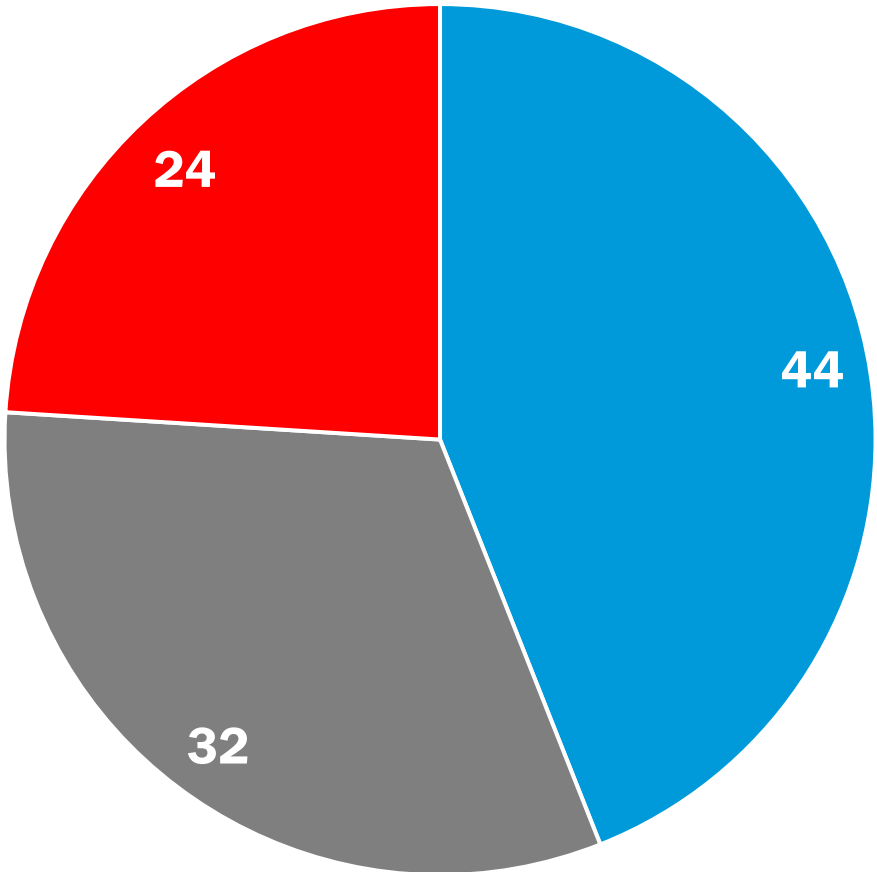


The group of Greeks who “give in to tasty-harmful” foods exceeds those who prefer healthier choices

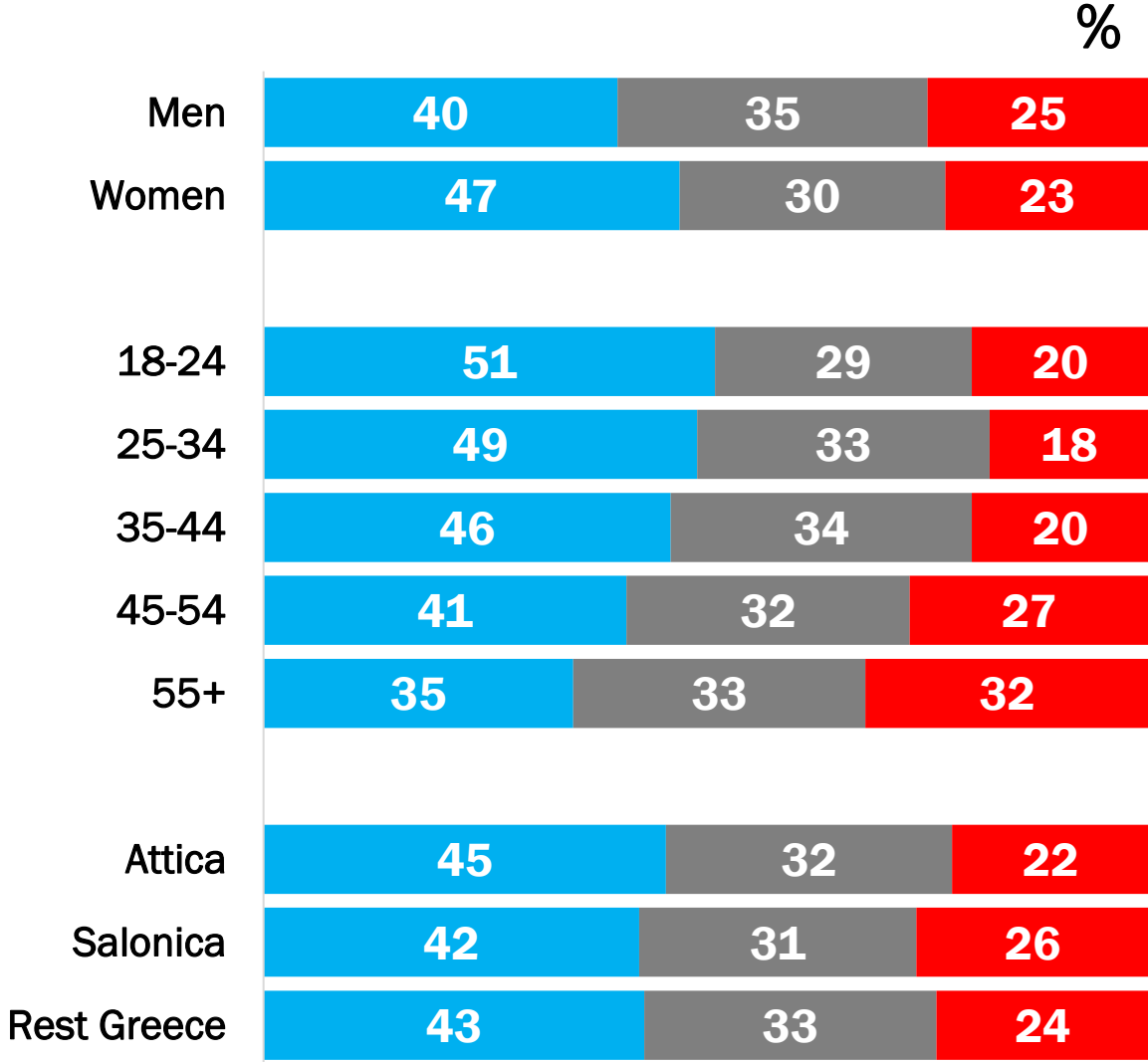


The young are more likely to “give in to tasty-harmful” foods as compared to the older age groups

Q. «I often treat myself to food that isn't good for me»

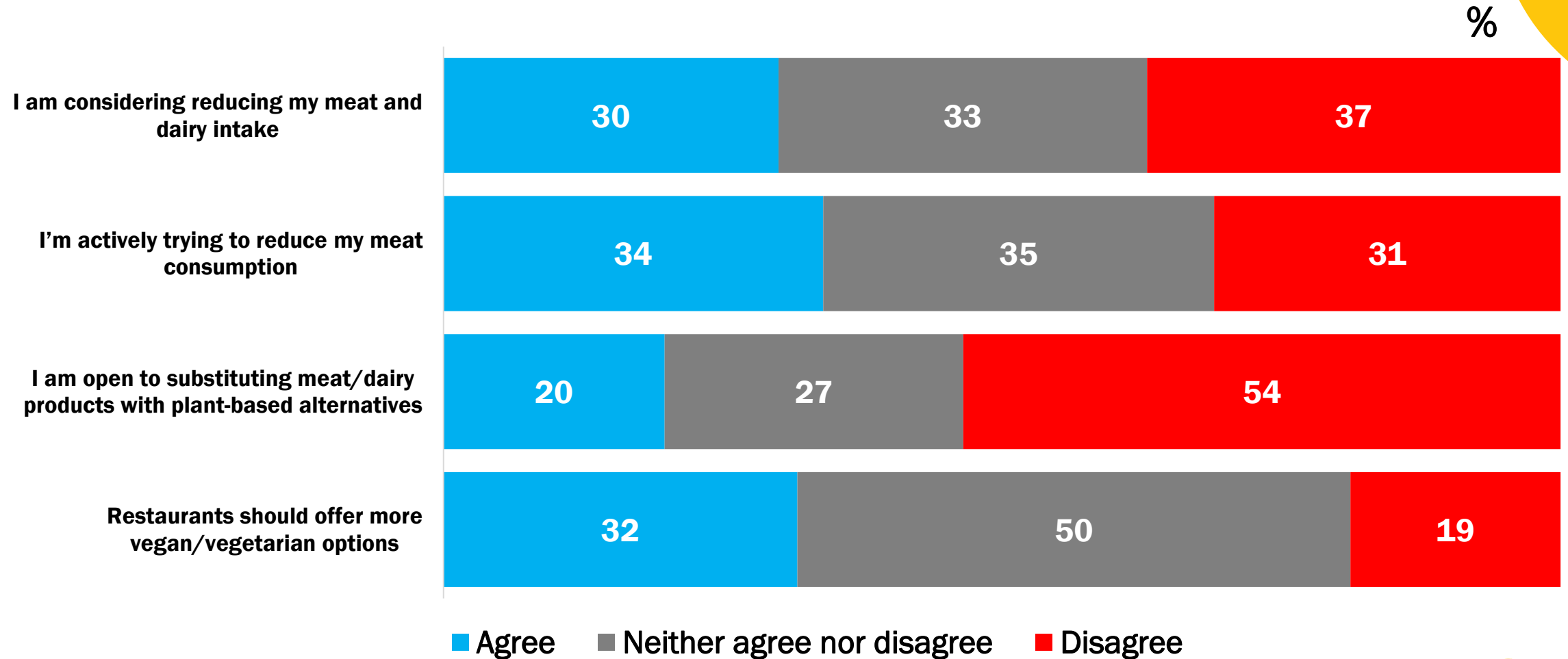


■ Agree ■ Neither agree nor disagree ■ Disagree



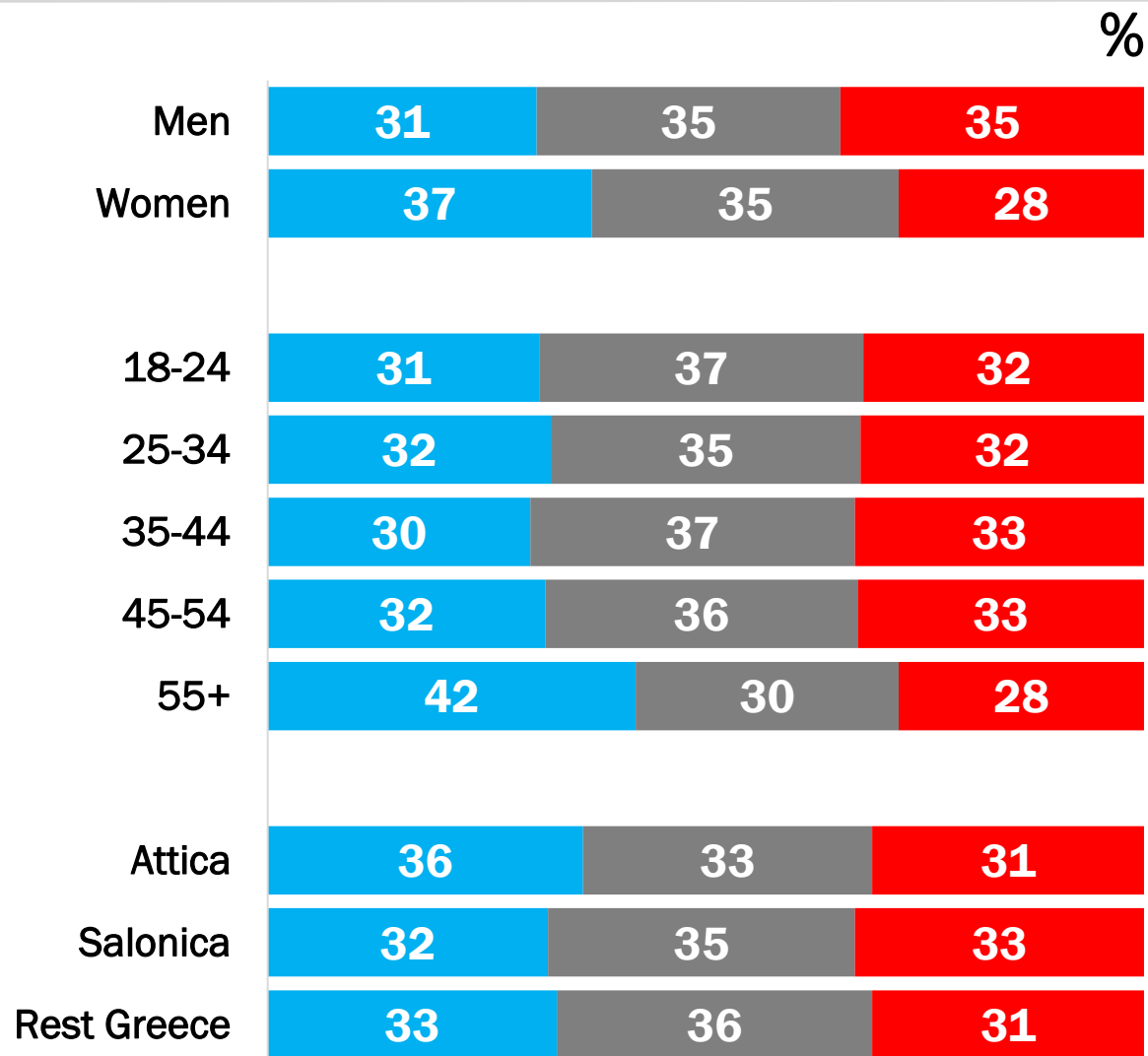
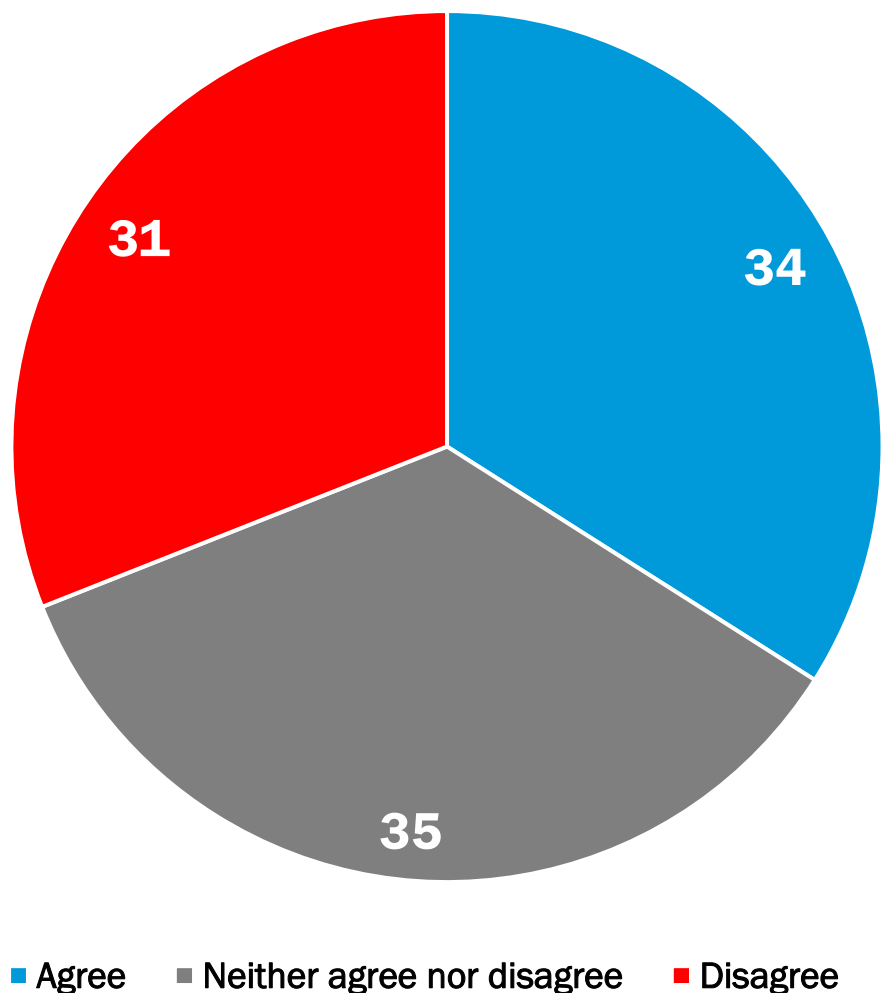
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One in three Greece intend to reduce meat/dairy consumption, show a positive attitude towards a meatless or vegan diet, yet they do not seem ready to adopt such habits in practice

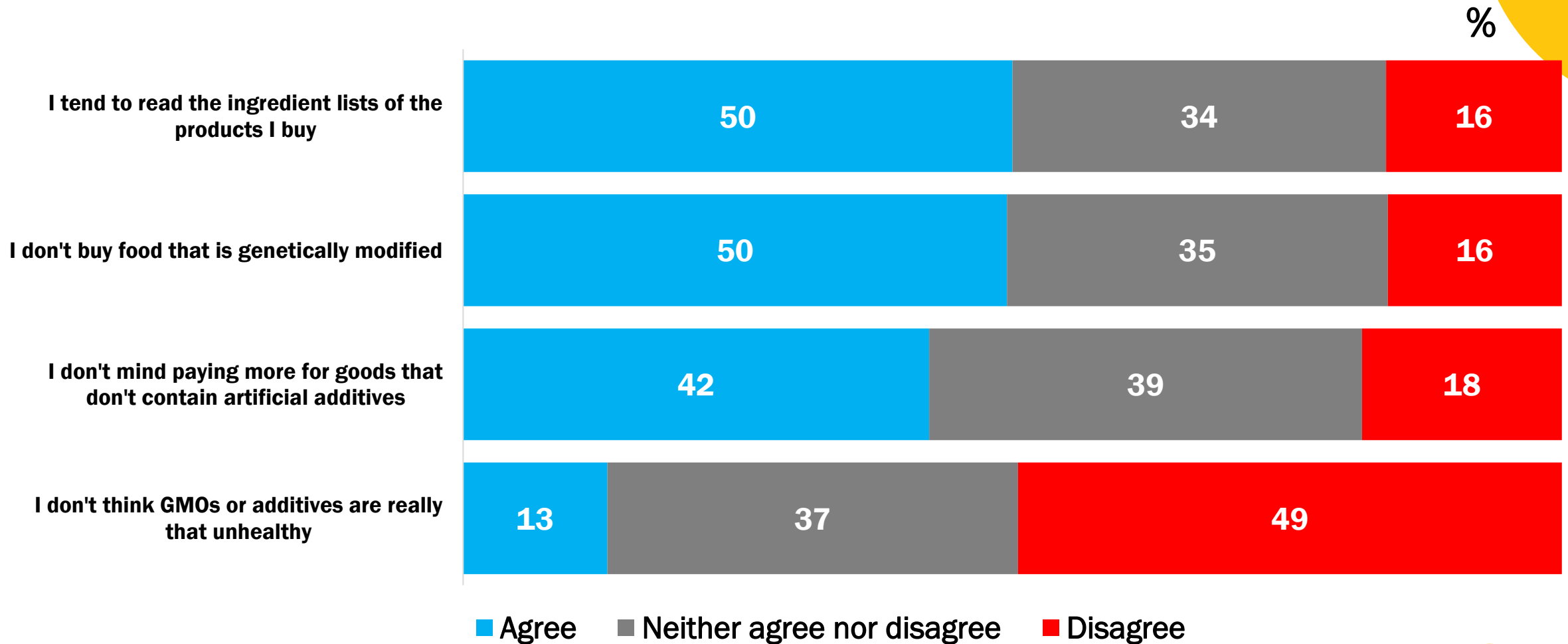


Conscious effort to reduce meat consumption is shown by one in three Greeks, especially among the older age groups, this also being possibly due to economic reasons

Q. «I am actively trying to reduce my meat consumption»

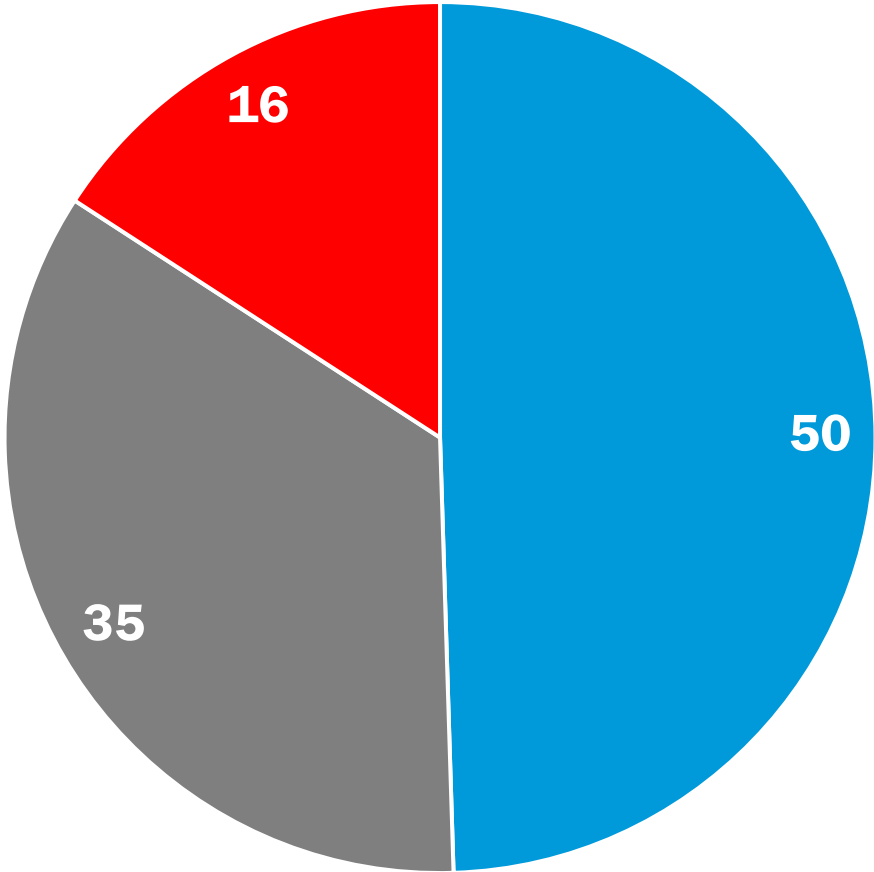


One in two Greeks pay attention to the ingredients' lists on food product packages, and consciously avoid genetically transformed foods which they consider unhealthy

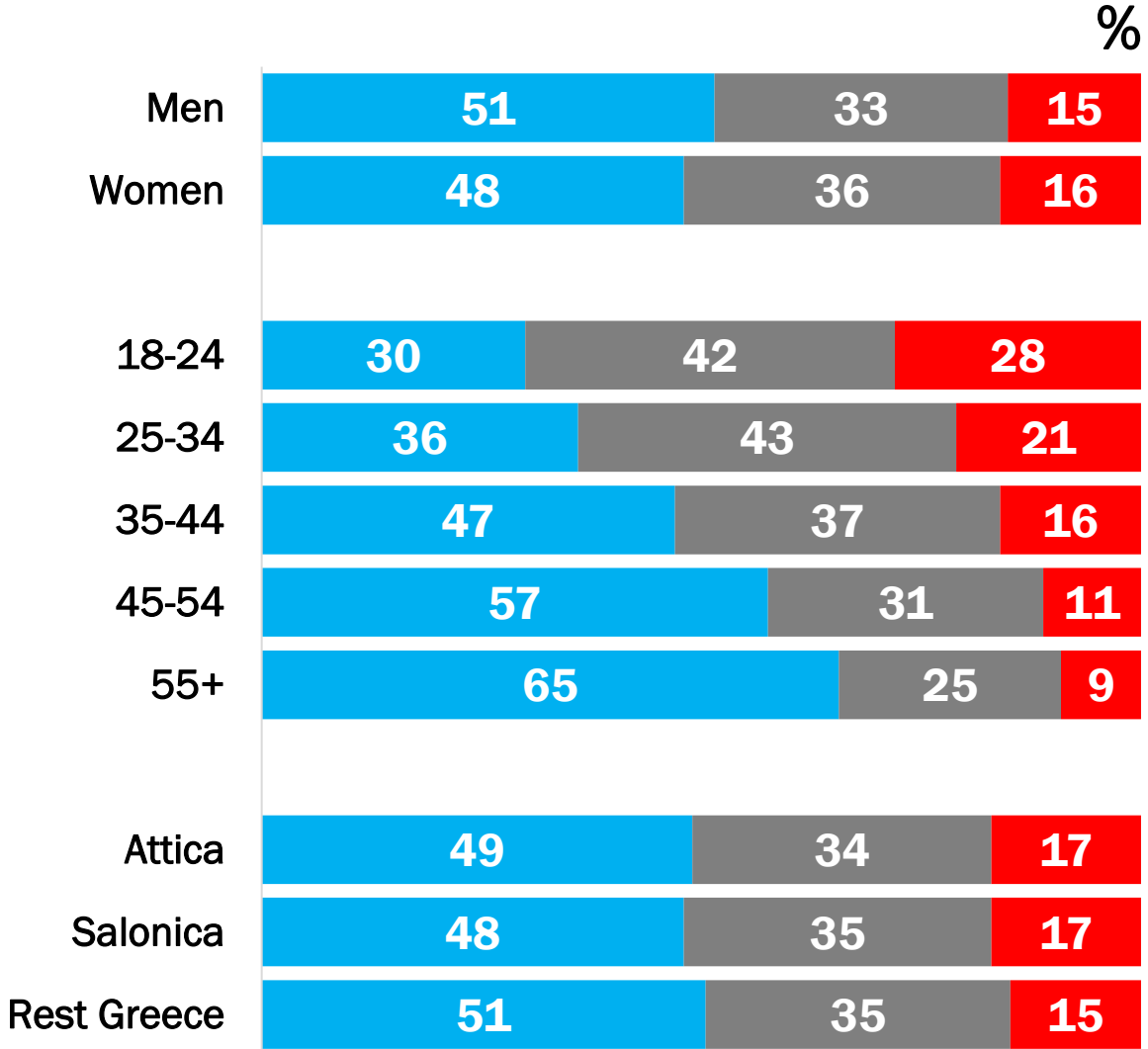


Conscious avoidance of genetically transformed foods is especially popular among the older age groups, while the young don't seem to mind so much!

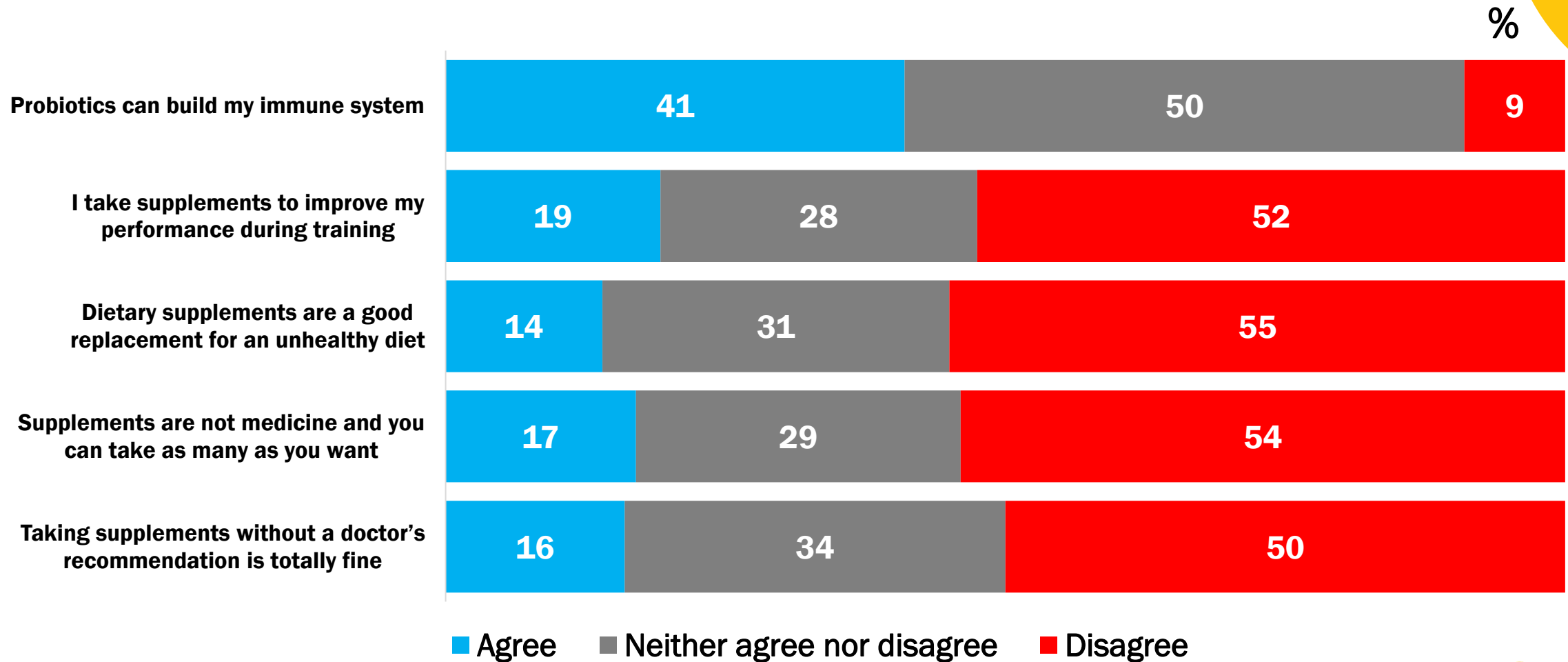
Q. «I don't buy food that is genetically modified»



■ Agree ■ Neither agree nor disagree ■ Disagree



More than one in two Greeks show a hesitant attitude towards food supplements, as they cannot substitute a healthy diet, and should be taken under doctors' guidance

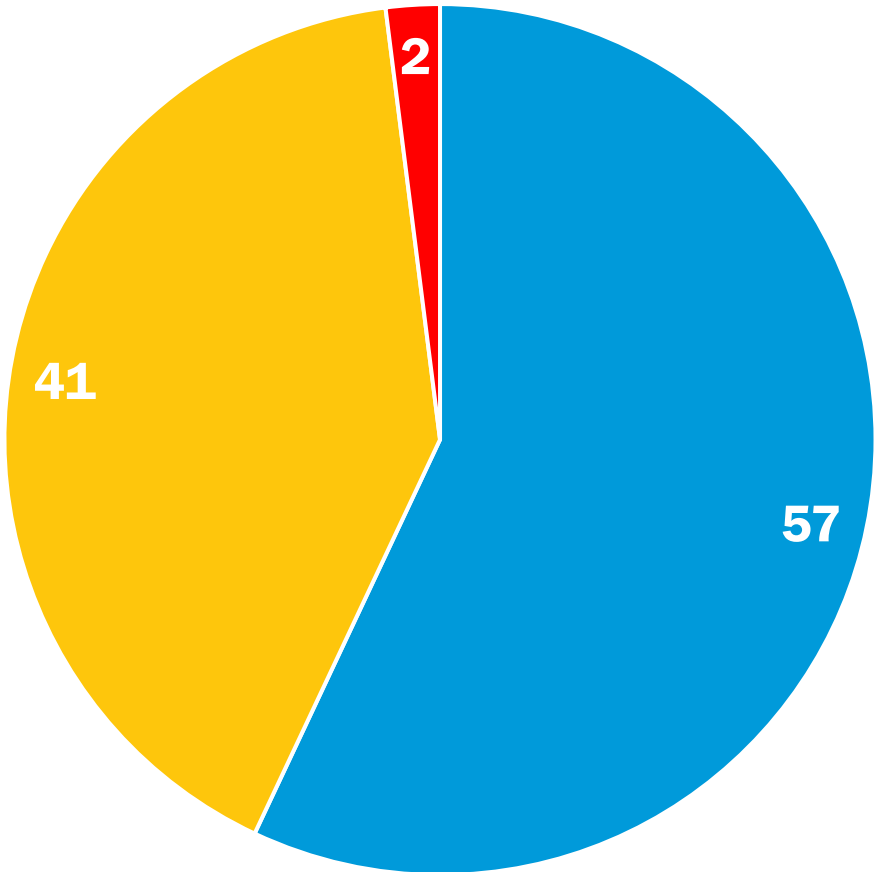


Cooking, Eating out or Takeaway?

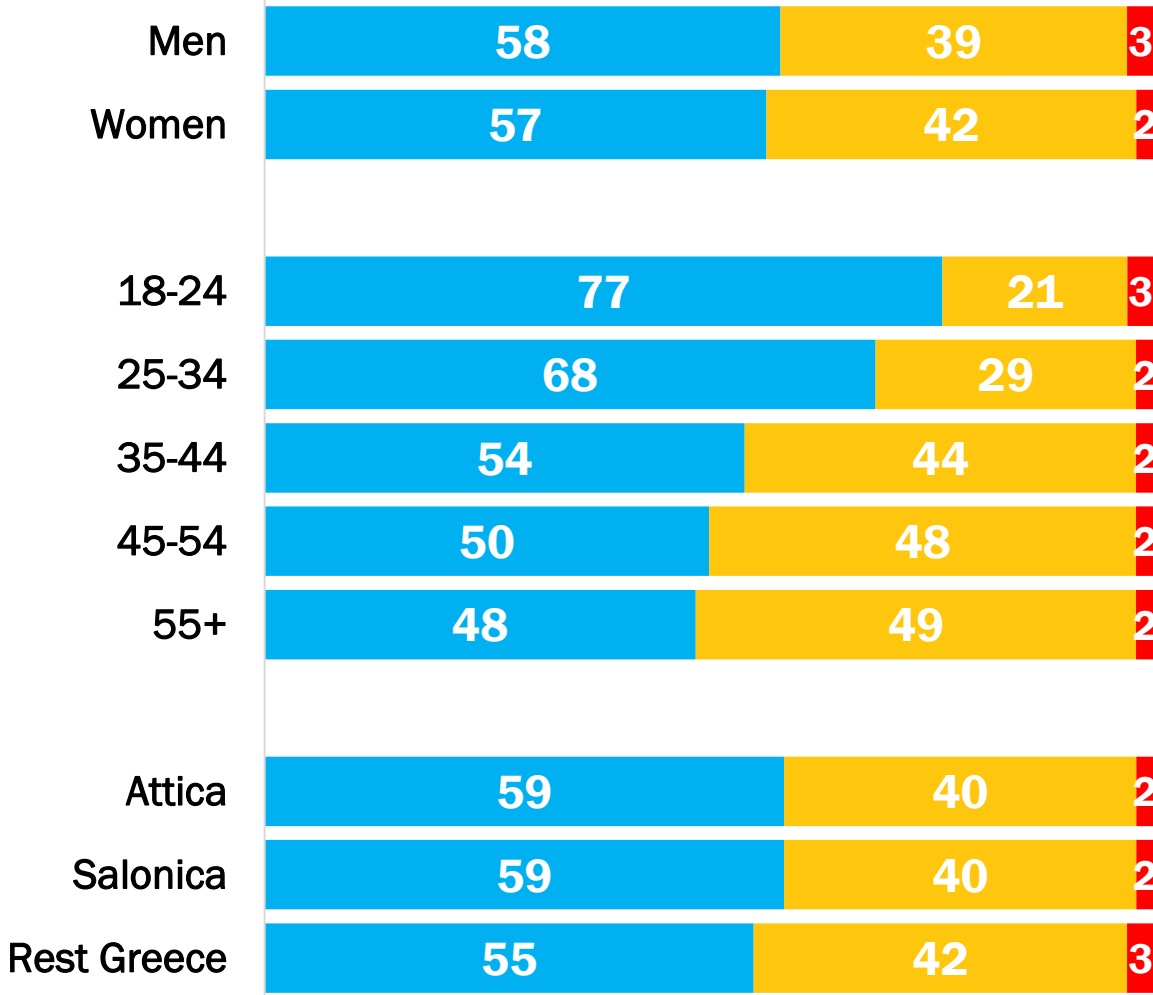
Greeks love dining out : especially the young, but also all ages go frequently out for lunch or dinner in various types of restaurants

Q. «In general, how often do you eat out at restaurants, pubs, cafes or other types of restaurants?»

%

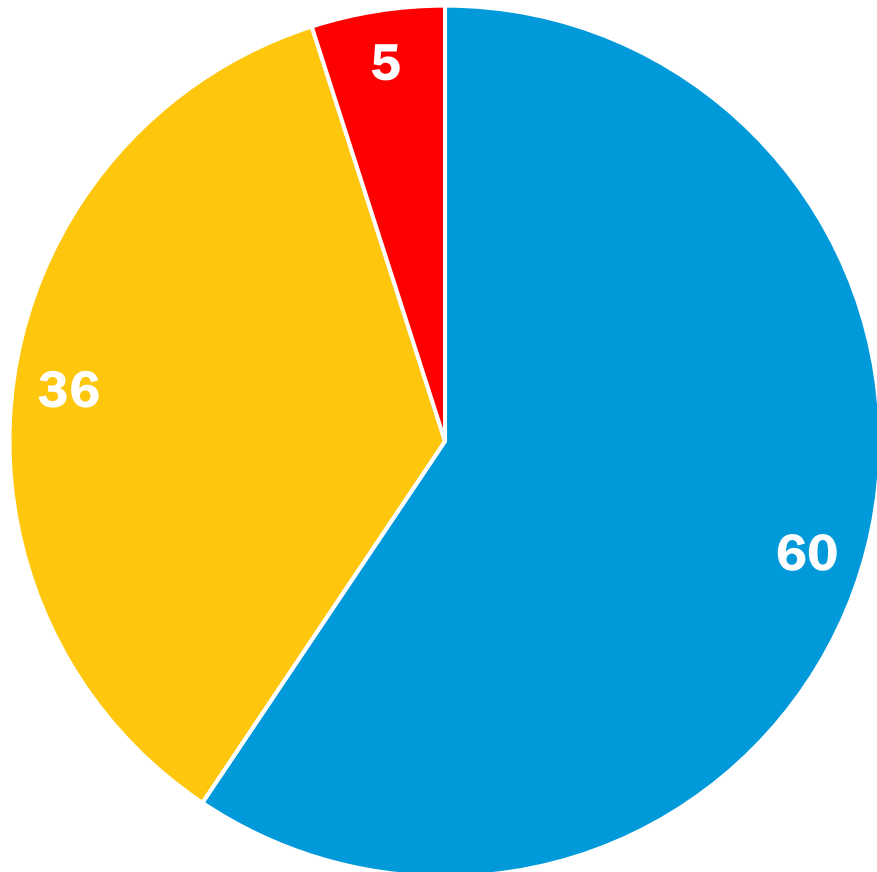


■ Systematically/often ■ Not so often ■ Never

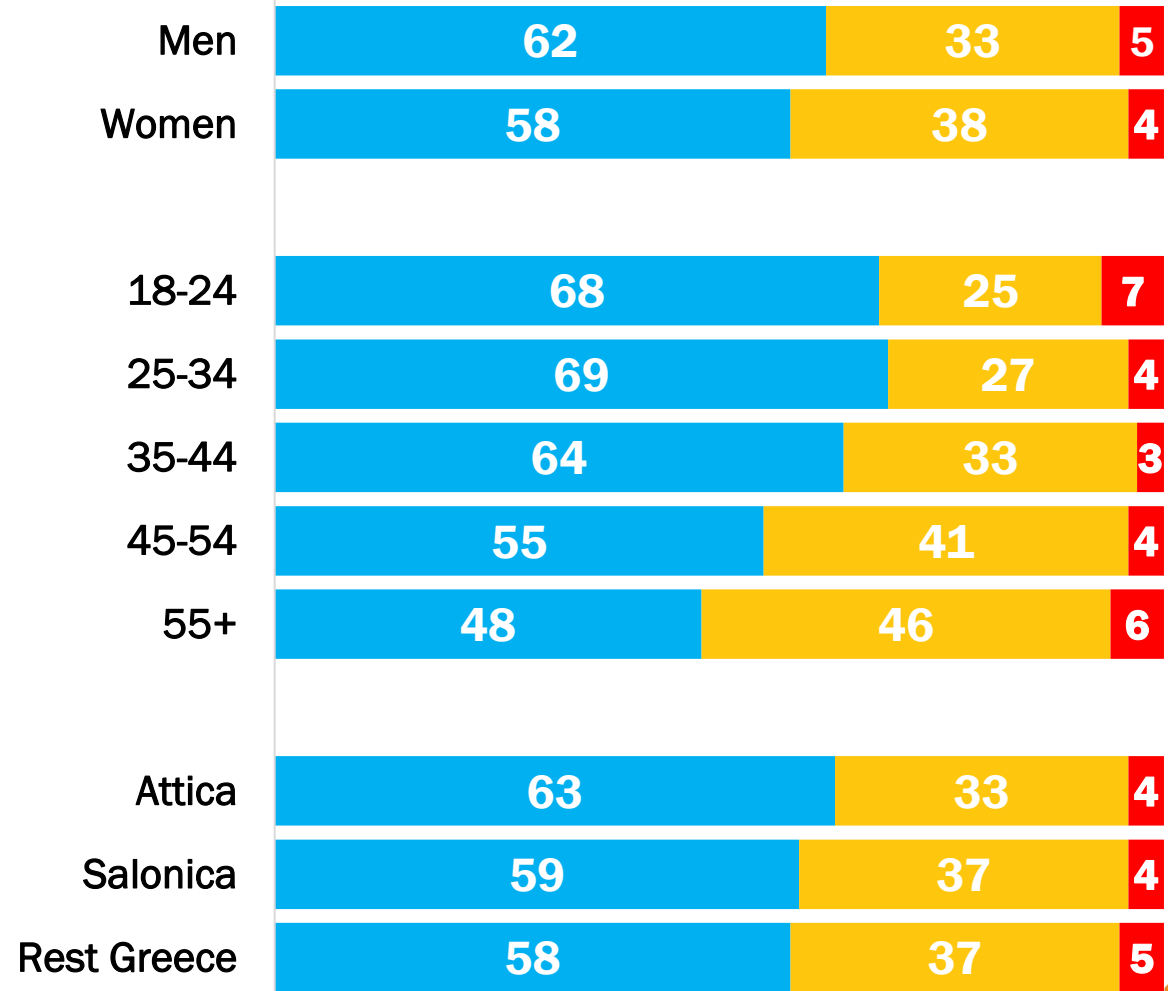


Apart from dining out, three out of five Greeks frequently buy take-out food to consume at home, this being particularly popular among the younger age groups

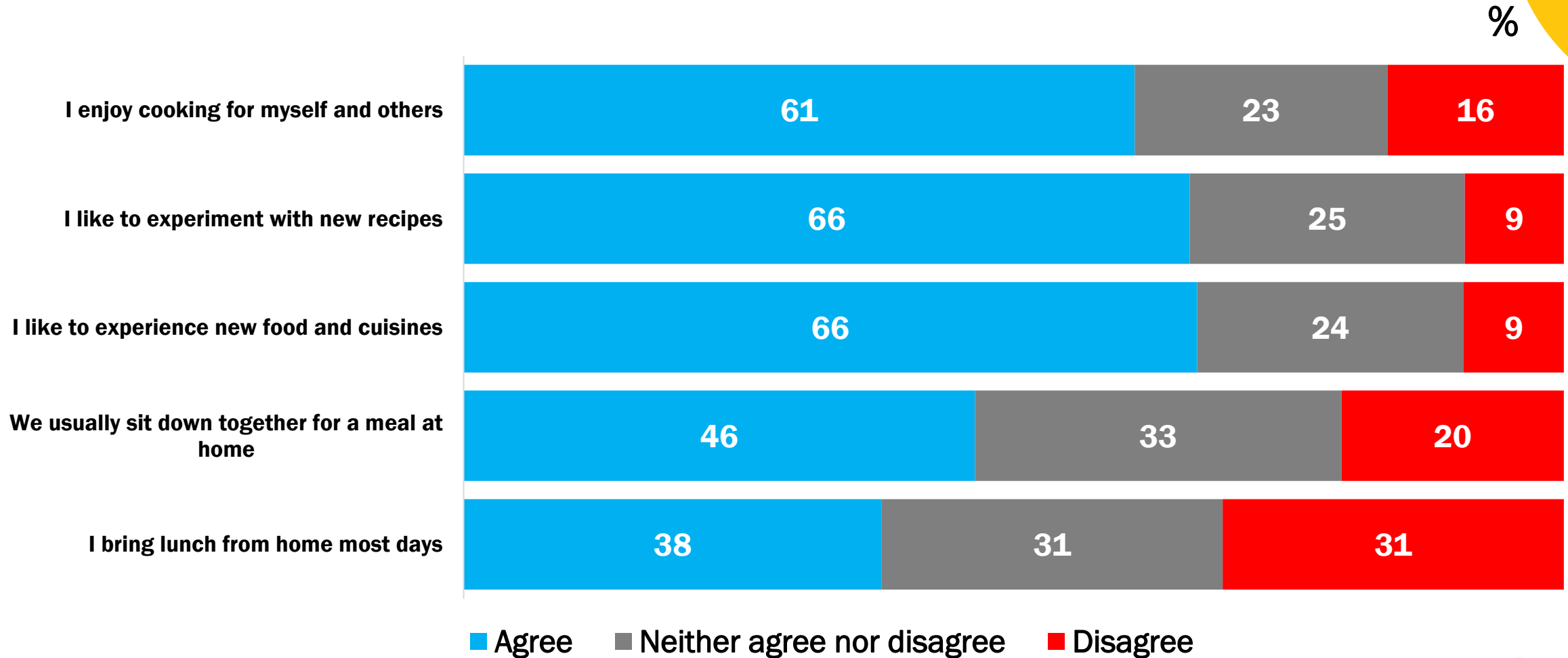
Q. «In general, how often do you buy ready made food in a package to consume at home or somewhere else, but not at the restaurant?» %



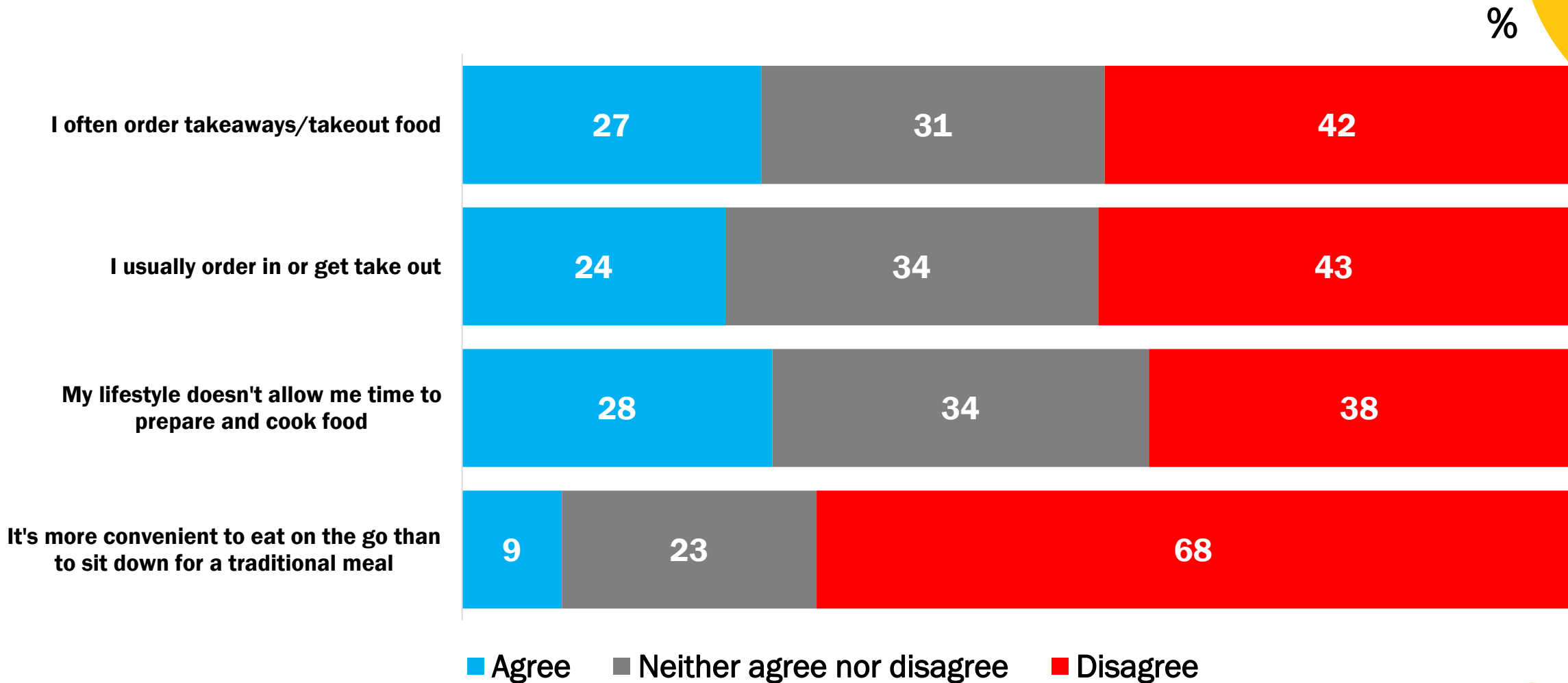
■ Systematically/often ■ Not so often ■ Never



Despite the frequent dining out, Greeks love cooking, experimenting with new recipes, and dining with the family at home...



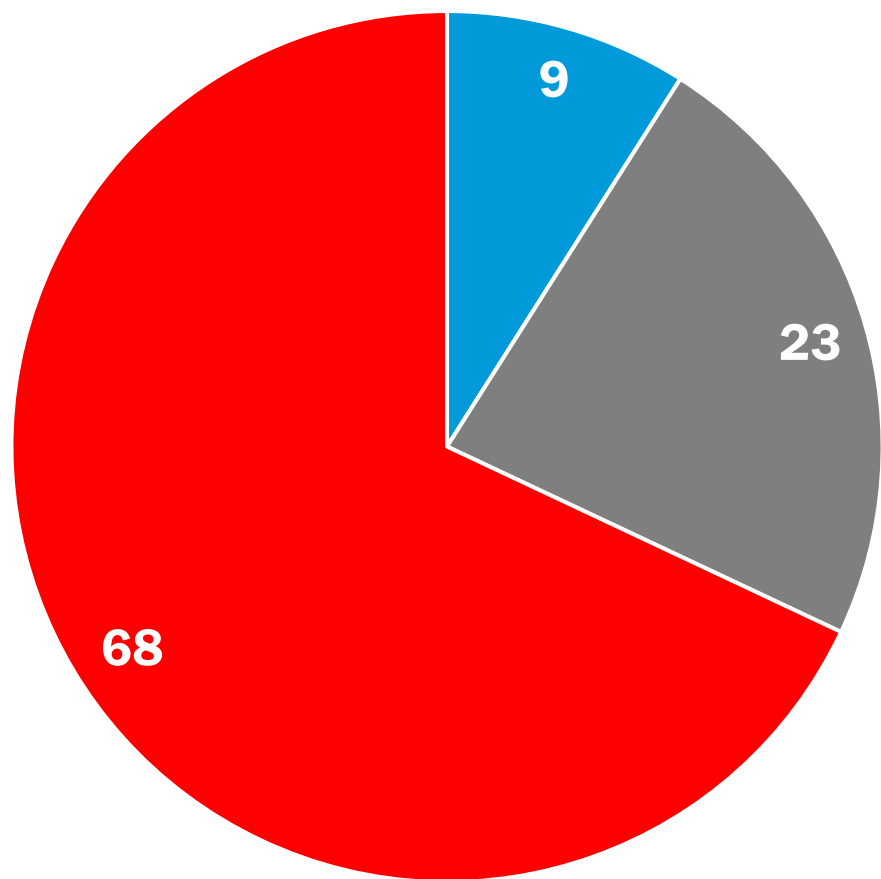
... and a much smaller group are eager to end up with the “ready meal solutions”, and definitely refuse “dining on the go” as they are in favour of the traditional dining way...



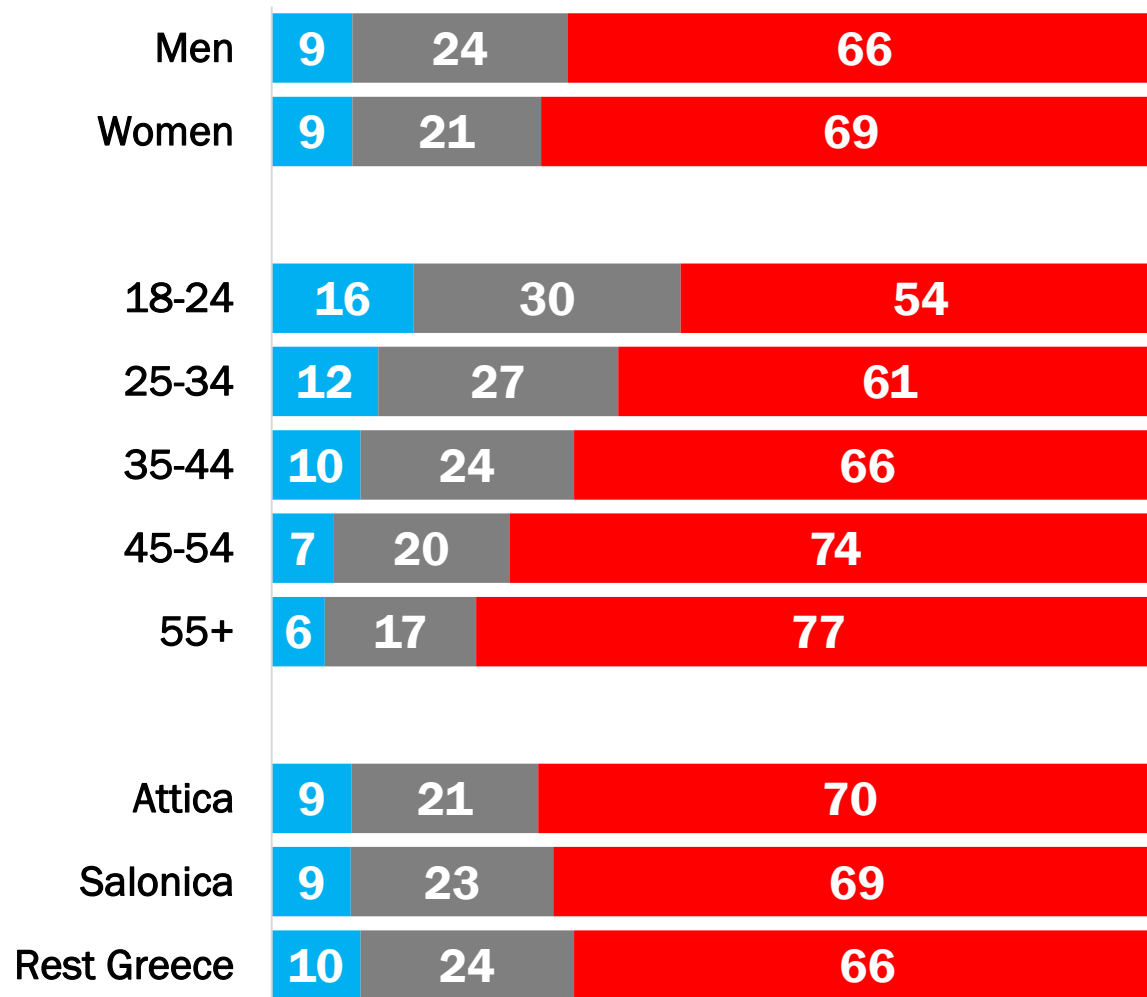
... and to that all age groups agree, showing respect to the traditional dining rituals!

Q. «It's more convenient to eat on the go than to sit down for a traditional meal»

%



■ Agree ■ Neither agree nor disagree ■ Disagree



Key «Takeaways»

- Greeks express a quite conscious opinion as regards the healthy food lifestyle, seem more attentive regarding food product ingredients, tend to avoid genetically modified foods, are cautious regarding frozen foods and are quite hesitant regarding food supplements.
- However, only one in three Greeks express the need for a diet reduced in meat/dairy intake, while a considerable proportion—particularly the young—admit that they often indulge in foods that are not so good for their health.

Key «Takeaways»

- As authentic Mediterraneans, Greeks love eating out very often, particularly the young, but also all age groups, while...
- They also report frequent purchase of ready-made foods in a package for home consumption in view of its convenience and time-saving alternative.
- However, the proportion of Greeks who love cooking and experimenting with new recipes is remarkable, while...
- Almost all Greeks acknowledge the value of sitting down for a proper meal in the traditional way, instead of eating quickly “on the go”.

Thank you!

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