

Greeks, Food & Nutrition


Volume II

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

February 2024



We will examine the following:



Nutrition : Pleasure vs. Wellness
Beauty vs. Health



Smart Shopping for Nutrition



Greeks and Alcohol

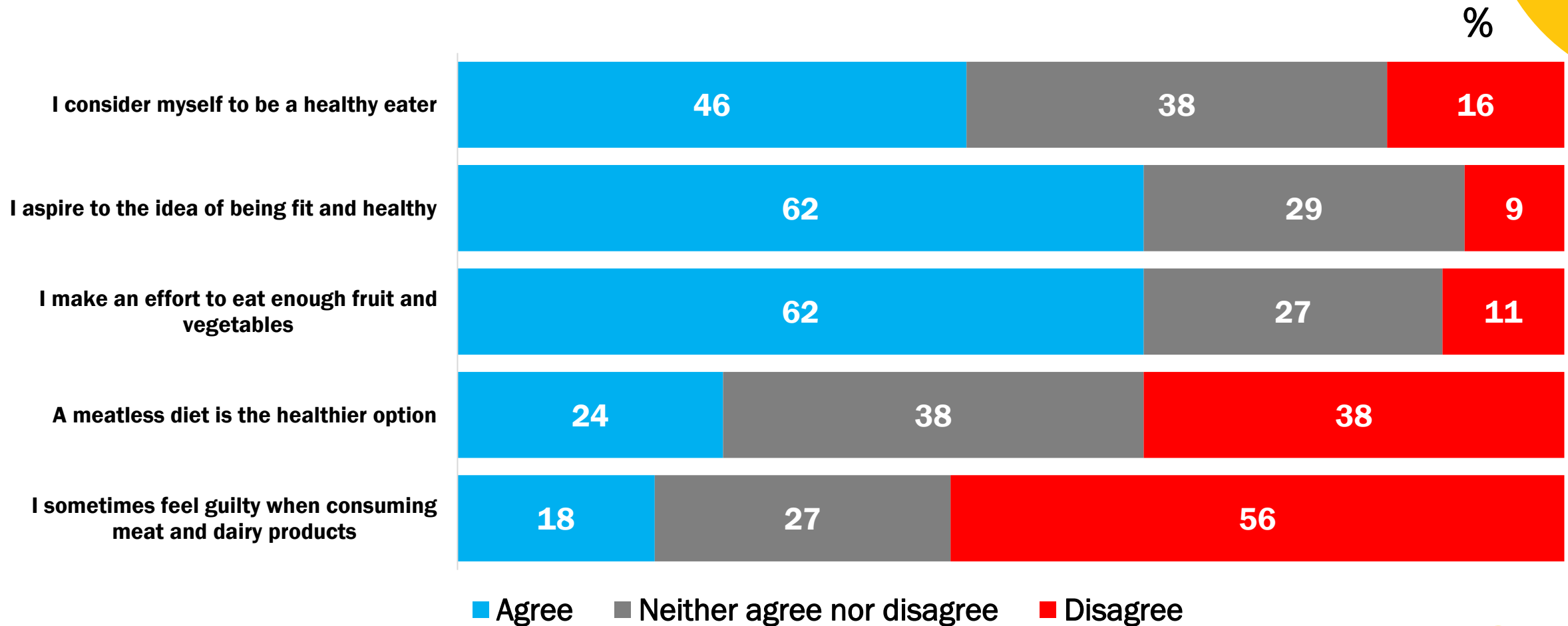
YouGov[®] Profiles

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)

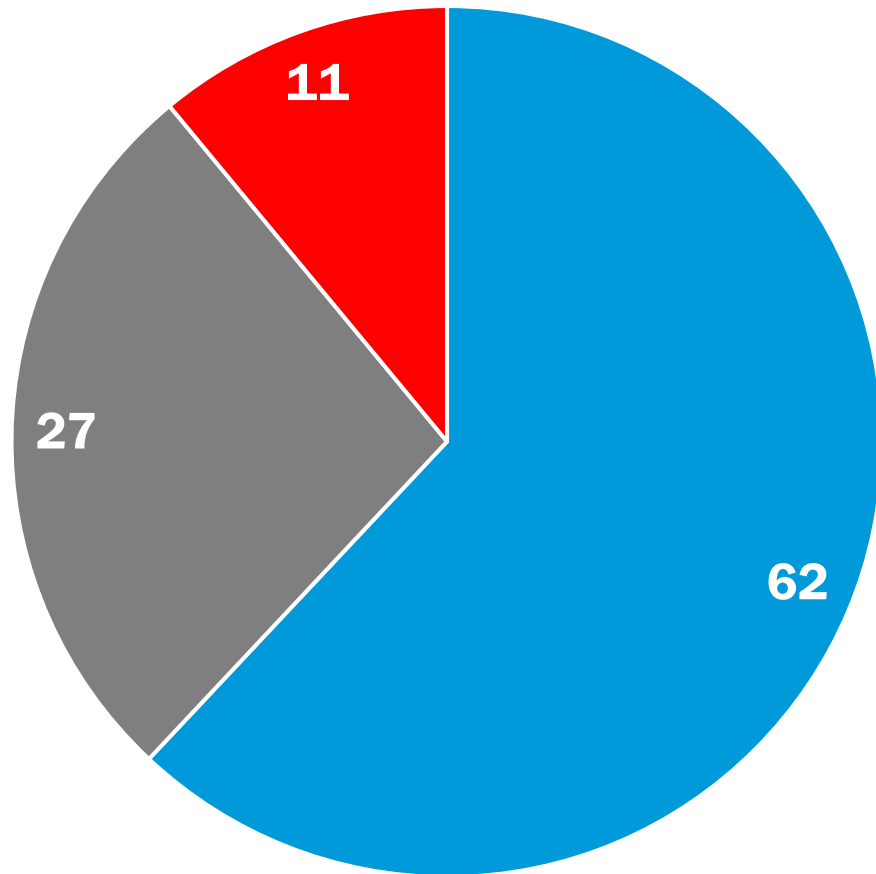
Nutrition :
Pleasure vs. Wellness
Beauty vs. Health

At least theoretically, the proportion of Greeks who believe they have a healthy nutritional lifestyle and target health, and fitness is outstanding

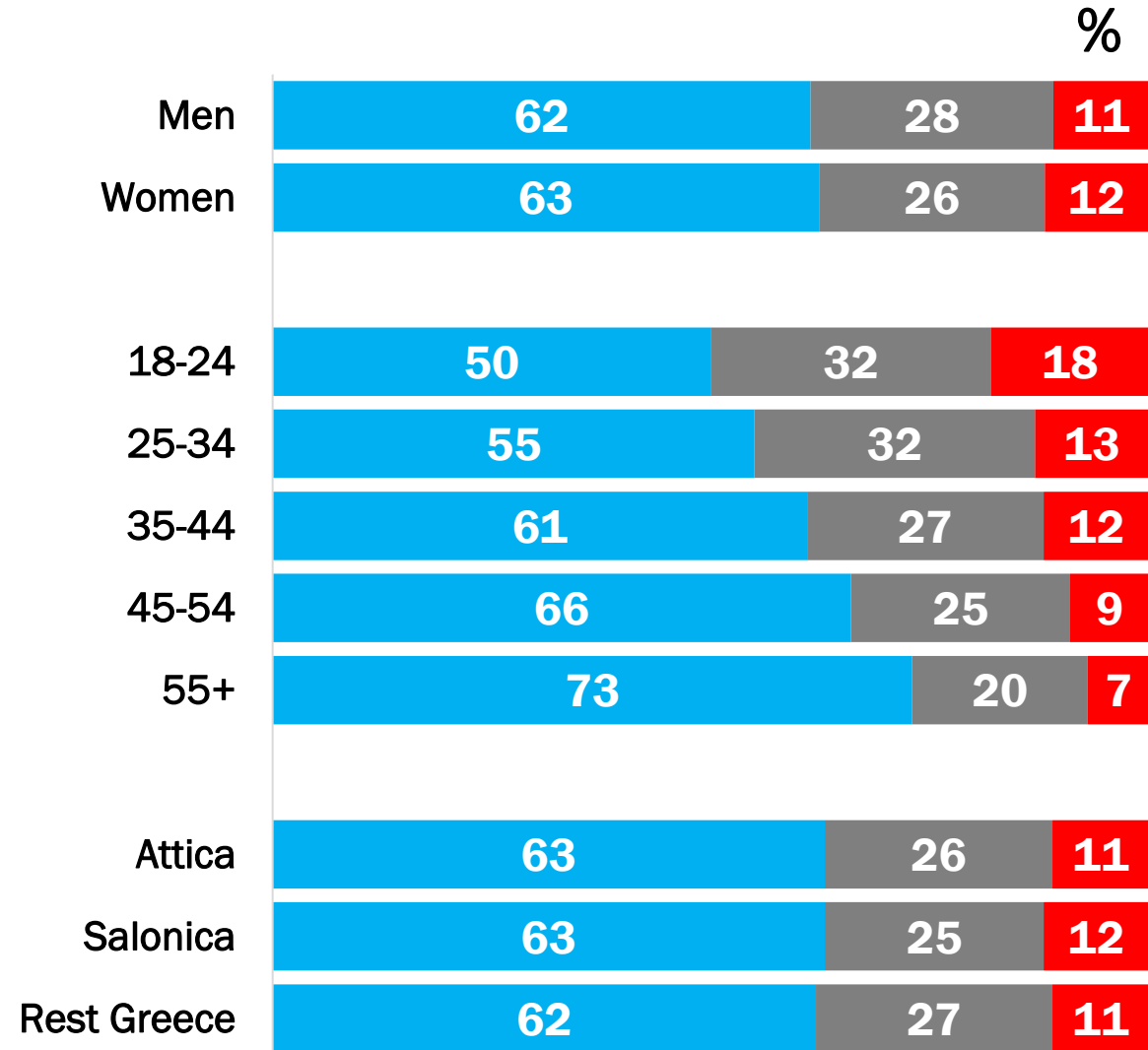


One in two young people say they make sure to consume enough fruit and vegetables, and this proportion grows with age

Q. «I make an effort to eat enough fruit and vegetables»

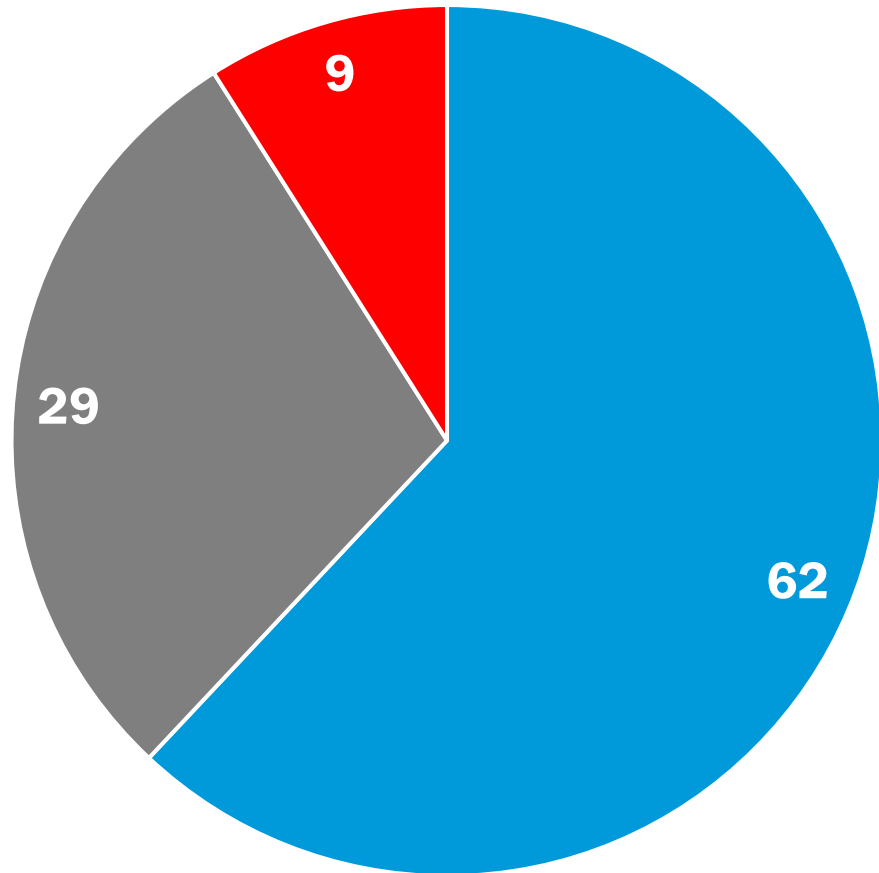


■ Agree ■ Neither agree nor disagree ■ Disagree

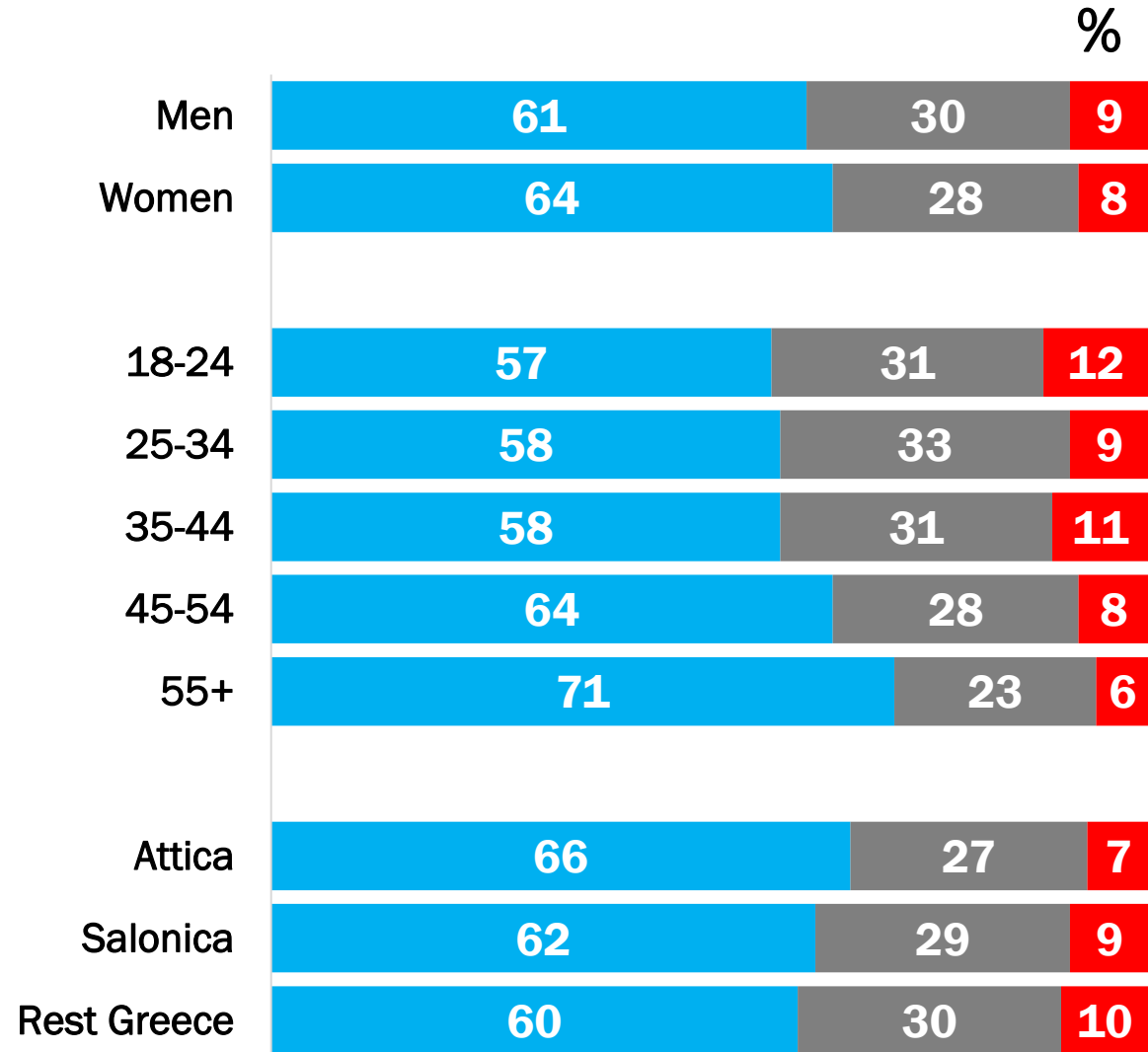


Moreover, a seemingly considerable proportion of young people are inclined towards health and fitness goals, a tendency that typically increases as they grow older

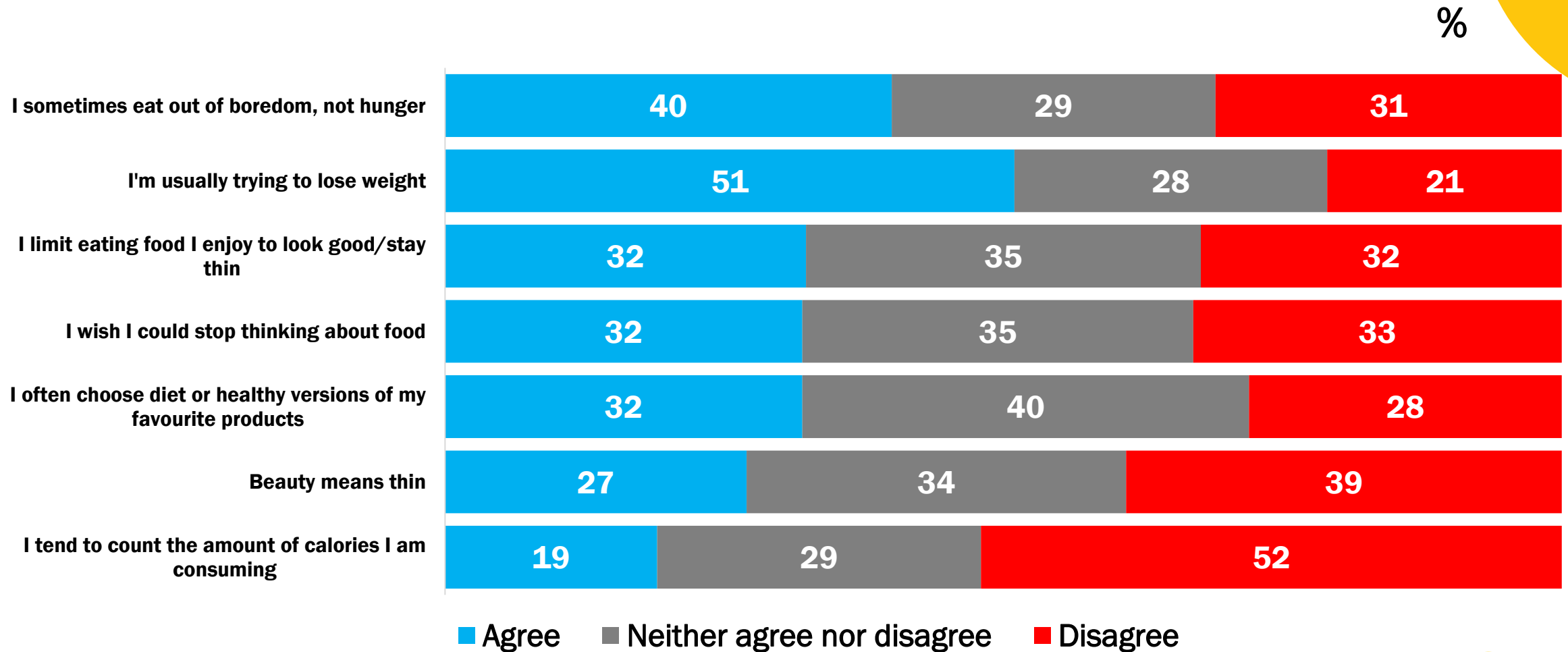
Q. «I aspire to the idea of being fit and healthy»



■ Agree ■ Neither agree nor disagree ■ Disagree

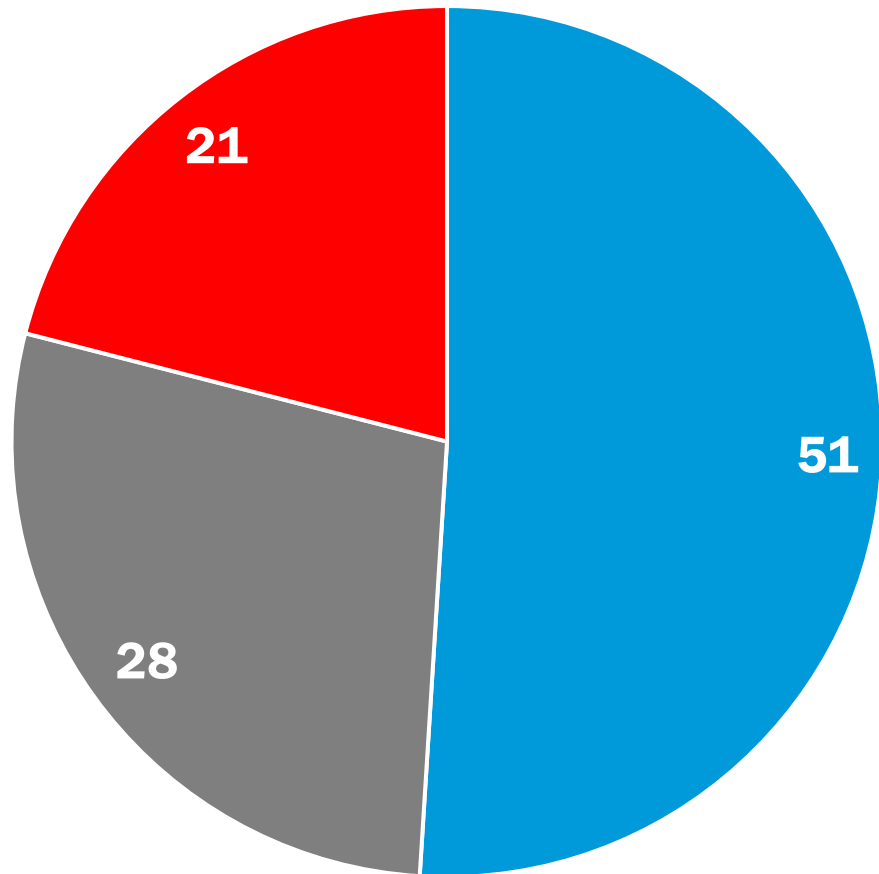


One in two Greeks say they constantly try to lose weight, a considerable proportion confess to binge eating, and one in four associates beauty with a slim body

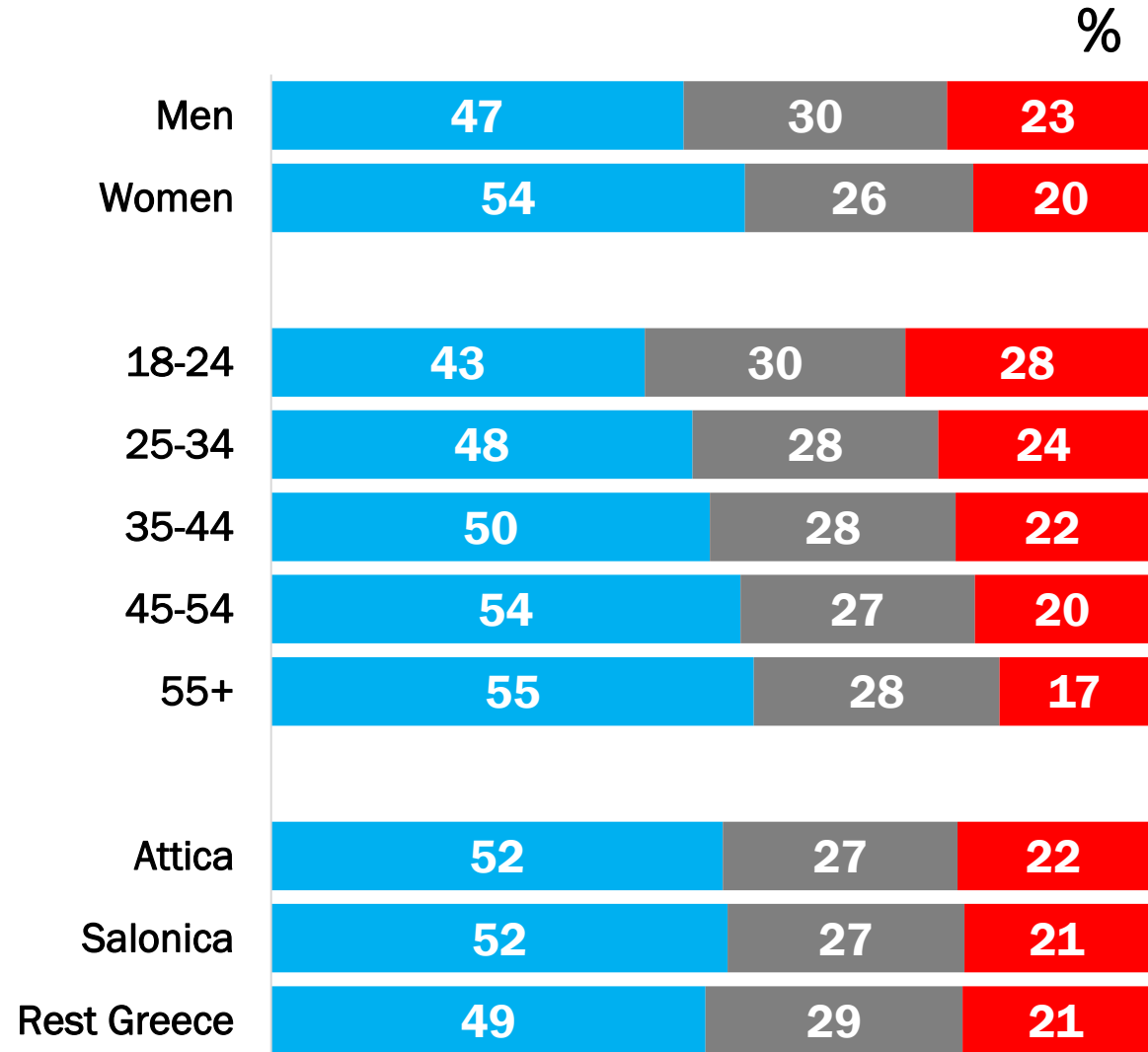


Women and older individuals express their “anxiety” to lose weight, yet this phenomenon is also expressed by two out of five young people

Q. «I am usually trying to lose weight»

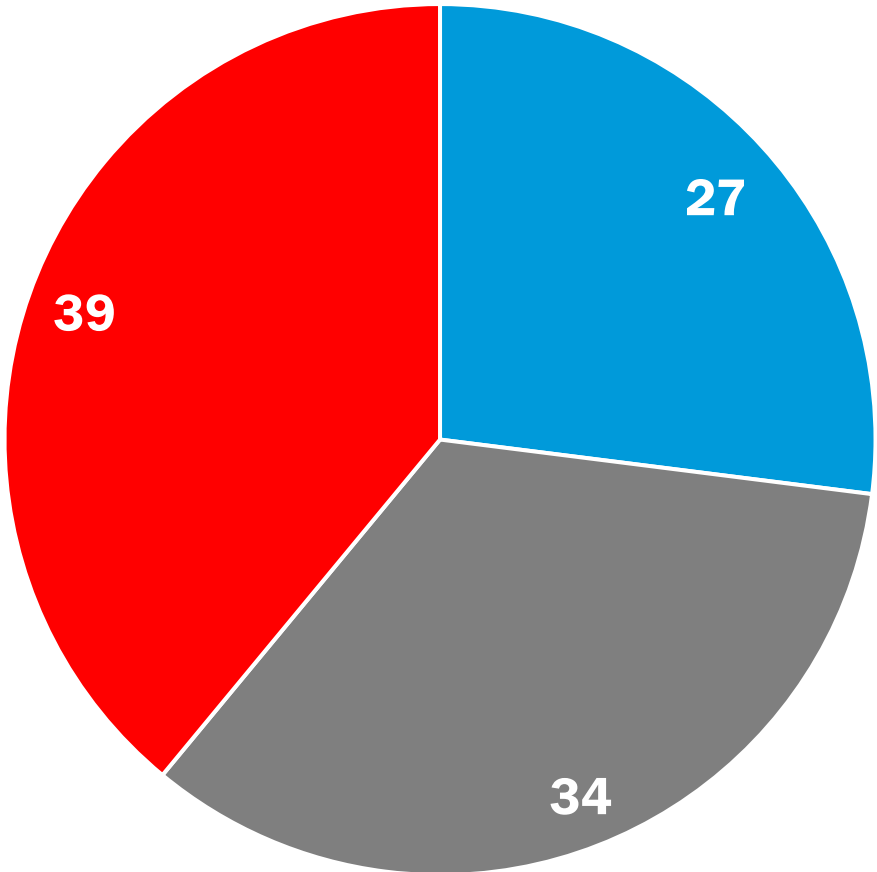


■ Agree ■ Neither agree nor disagree ■ Disagree

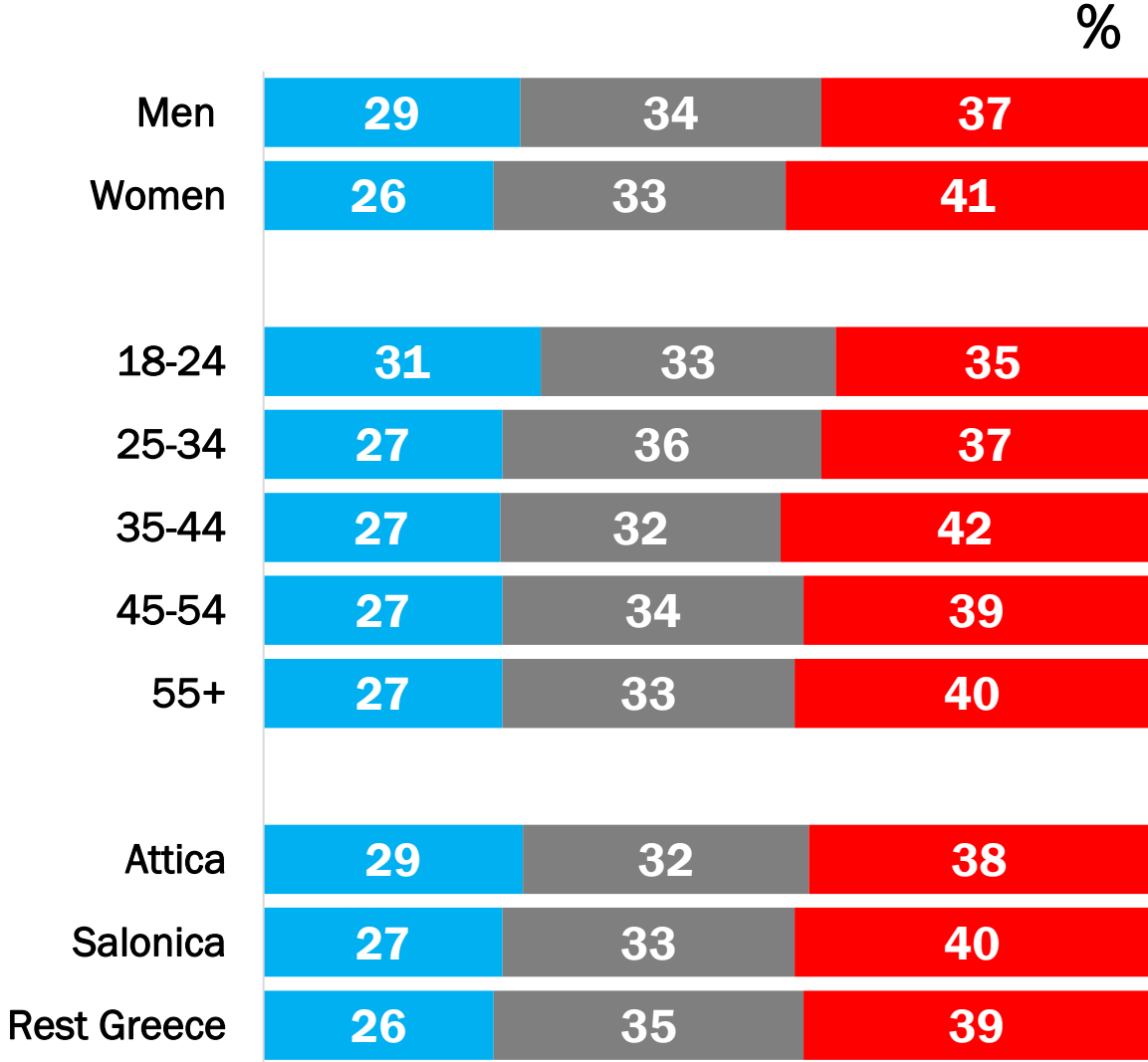


More than one out of four Greeks express the belief that “Beauty means thin,” and this proportion is slightly higher among men and young Gen-Zers.

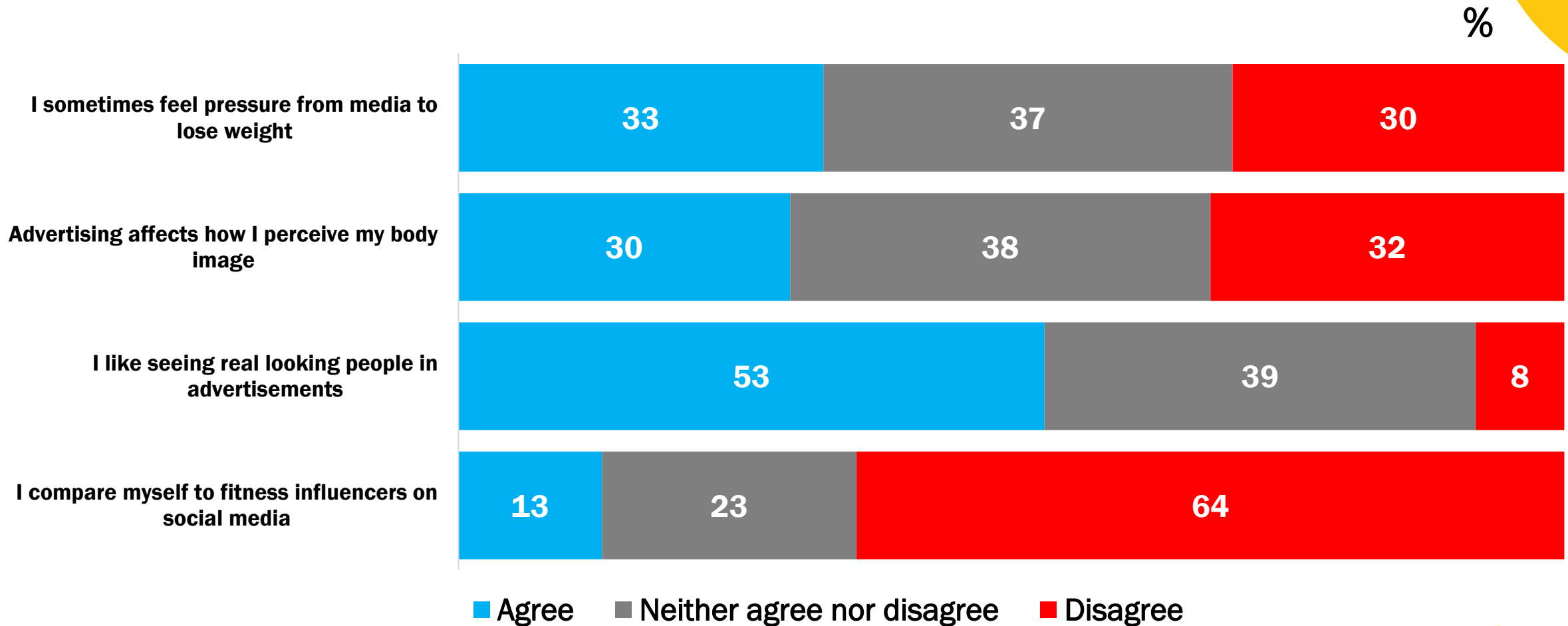
Q. «Beauty means thin»



■ Agree ■ Neither agree nor disagree ■ Disagree

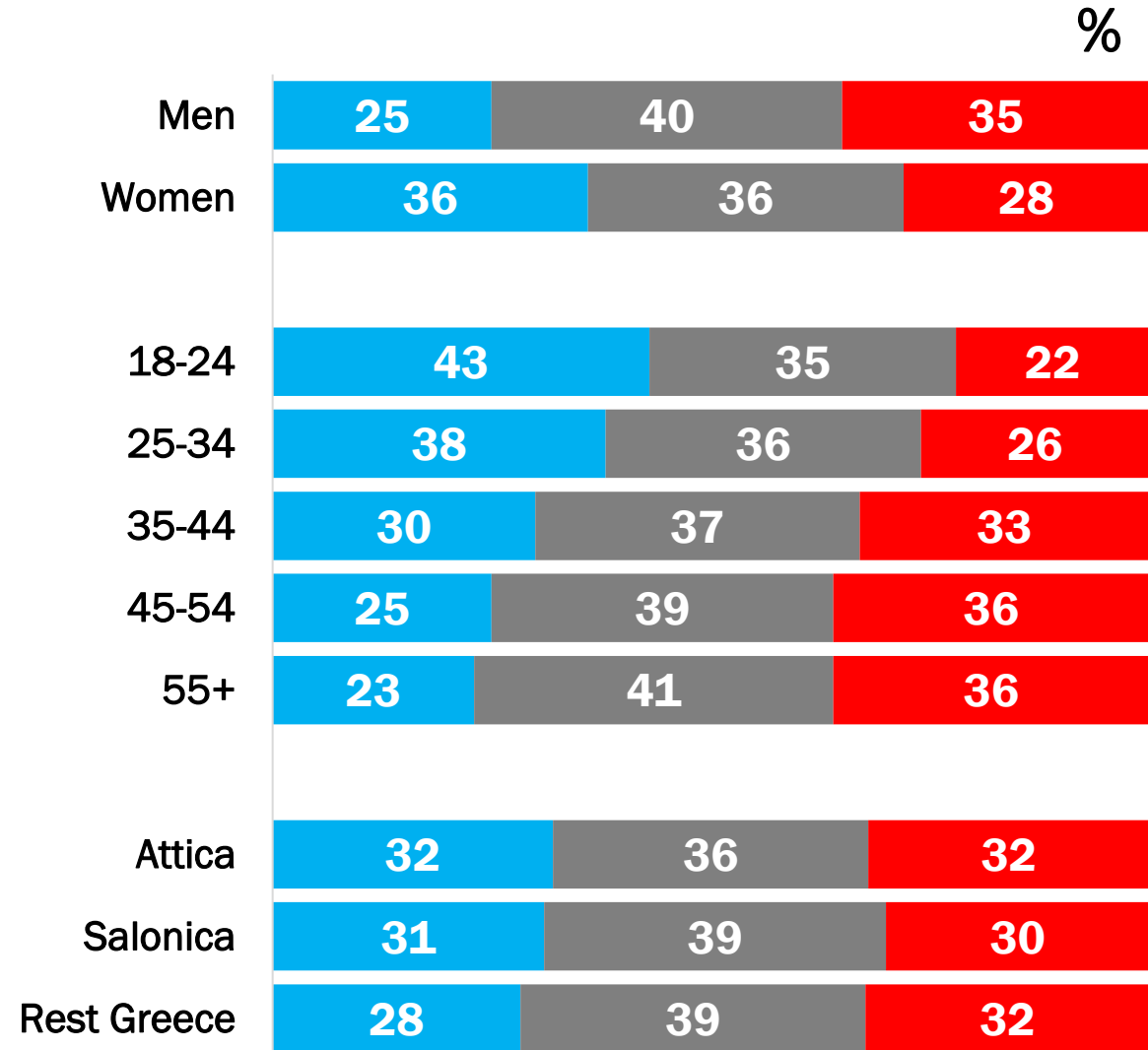
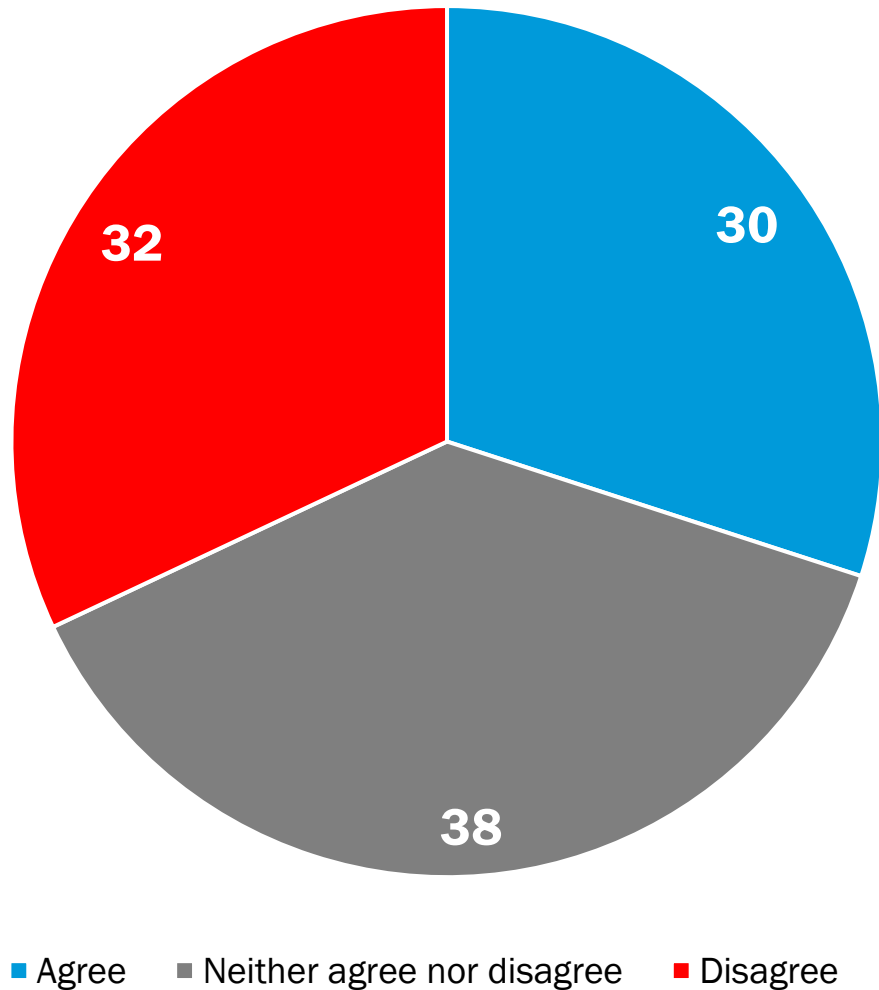


Tall, slim, fit models in the media and fitness influencers on social networks impose pressure on a significant proportion of Greeks, hence they desire to see "real people" in ads



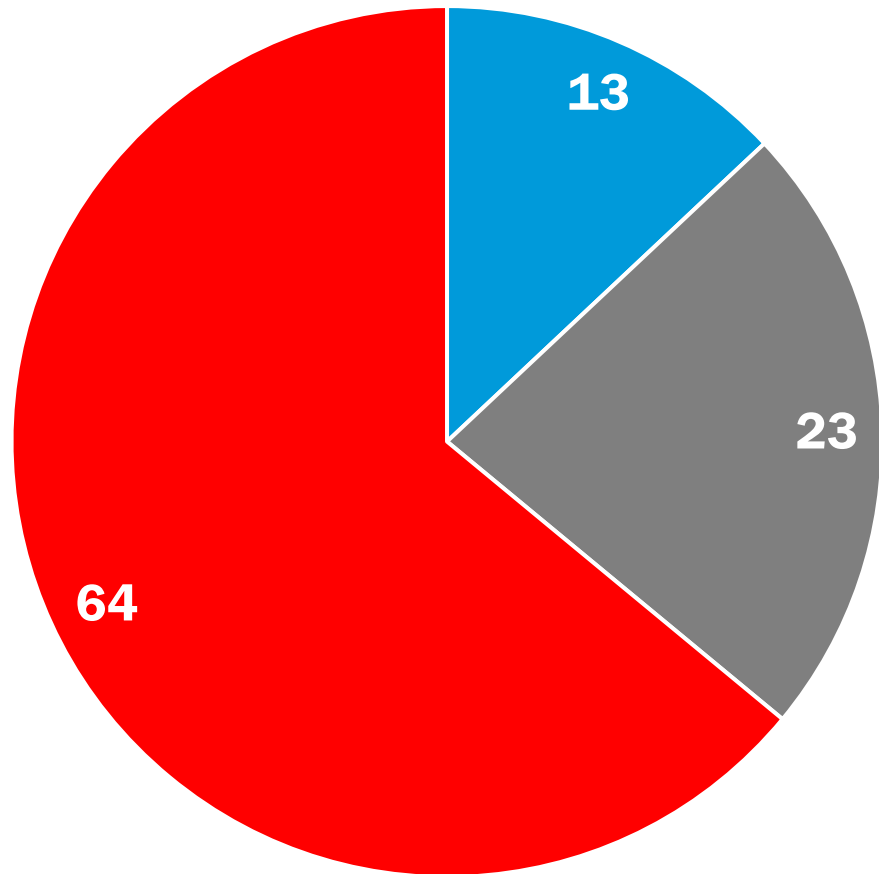
Especially women and younger ages say that advertisements influence their body-image

Q. «Advertising affects how I perceive my body image»



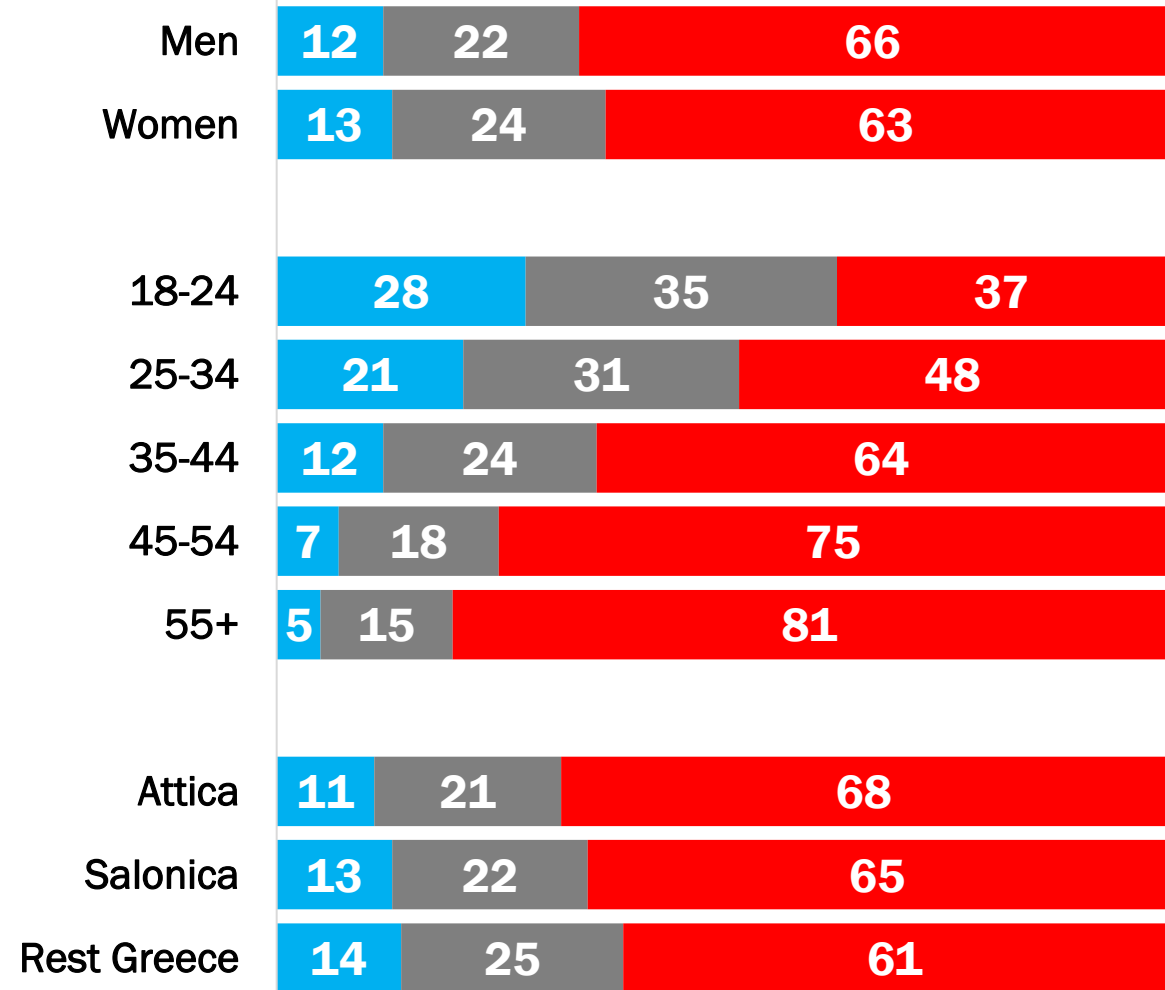
More specifically, a considerable proportion of Gen Z-ers compare themselves with fitness influencers on social media and consequently feel quite anxious

Q. «I compare myself to fitness influencers on social media»



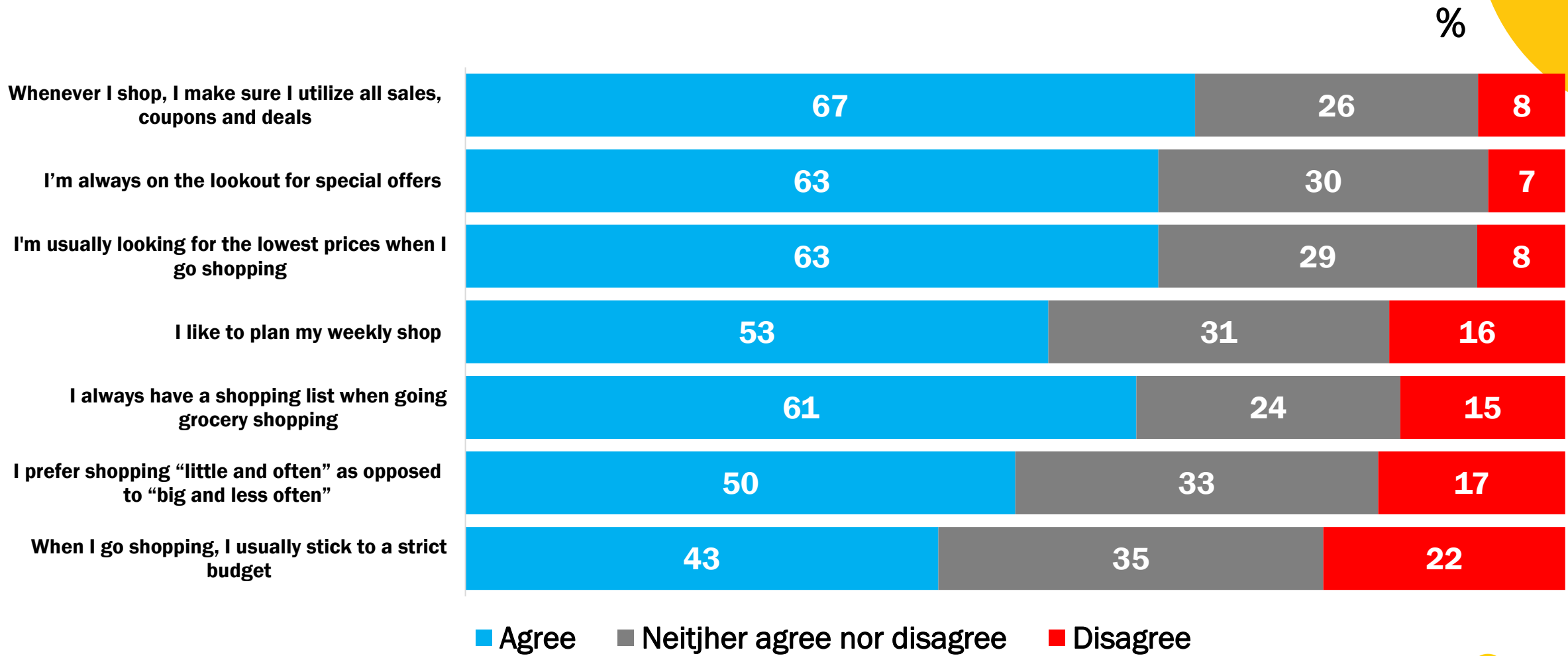
■ Agree ■ Neither agree nor disagree ■ Disagree

%



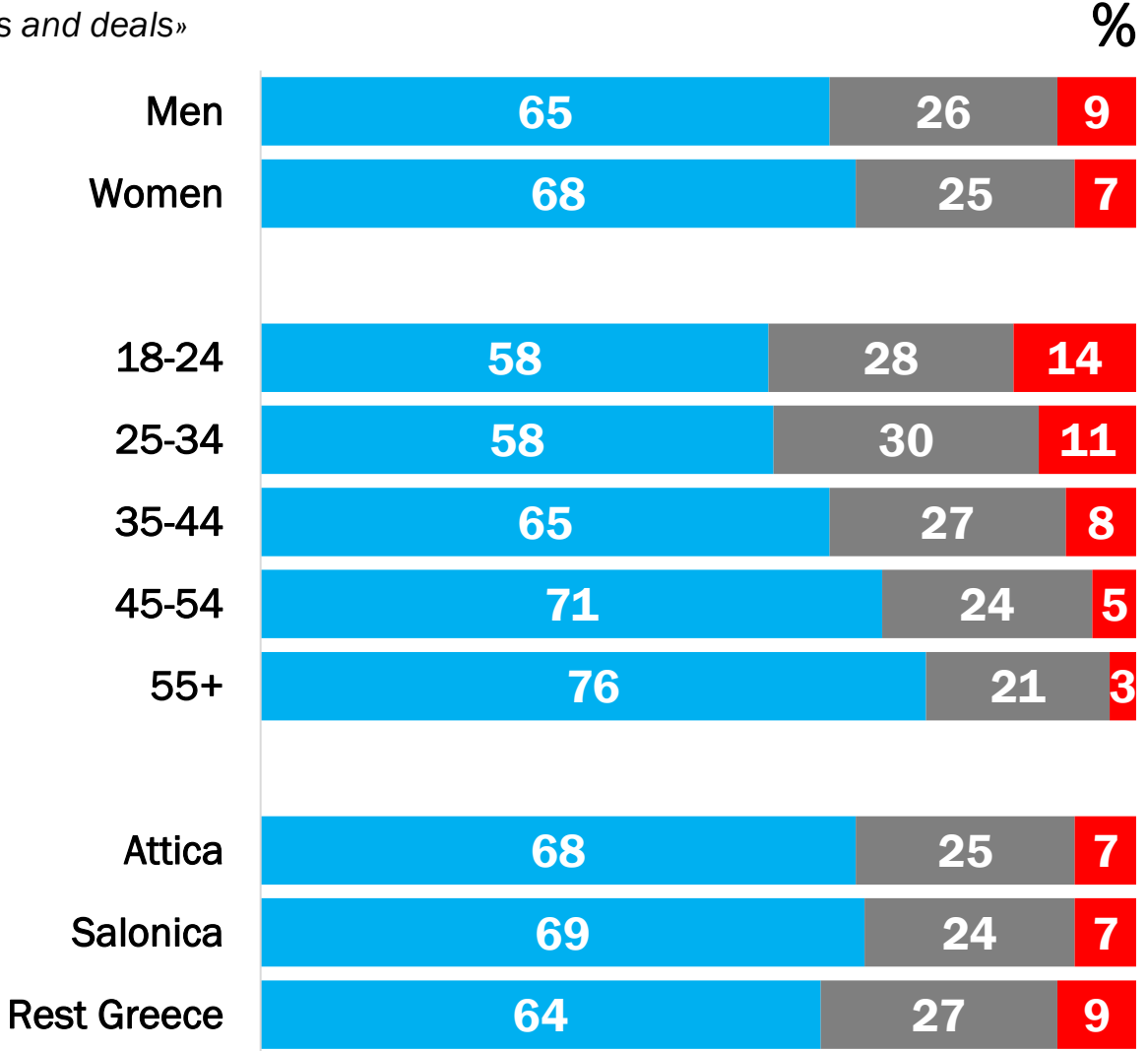
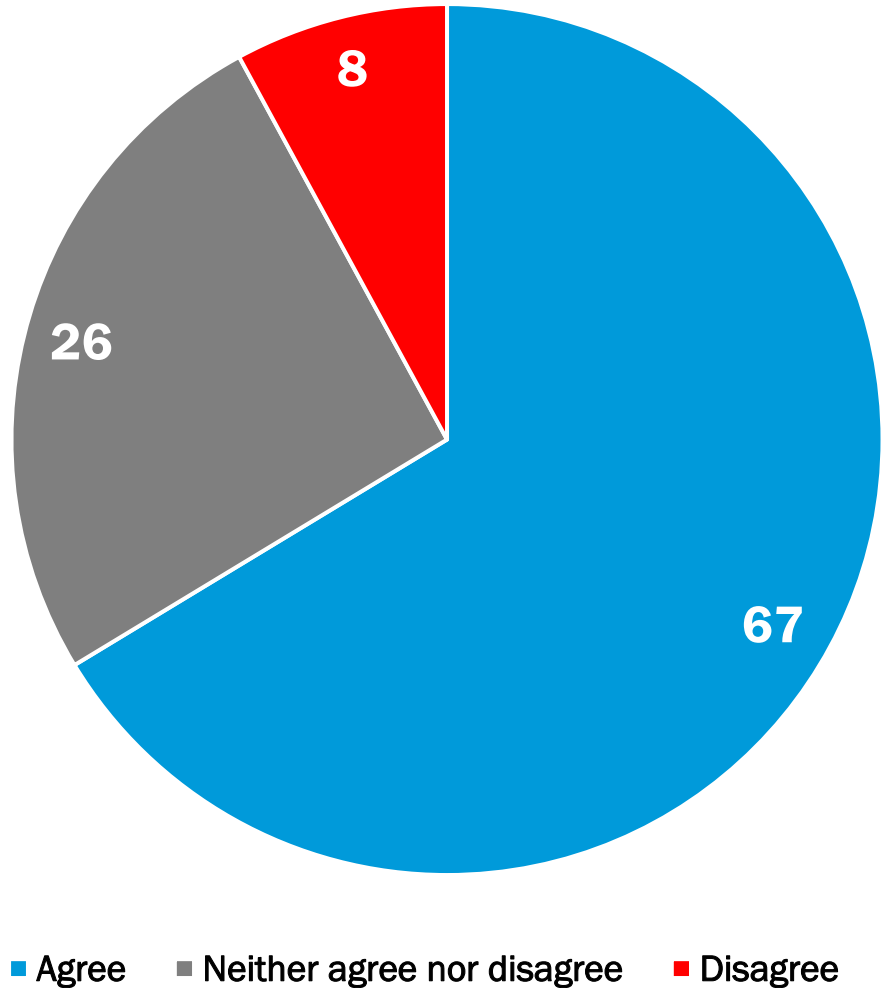
Smart Shopping for Nutrition

The need for economy /saving leads Greek consumers to search for good prices, special offers and maintain a tight budget, adhering strictly to their shopping lists



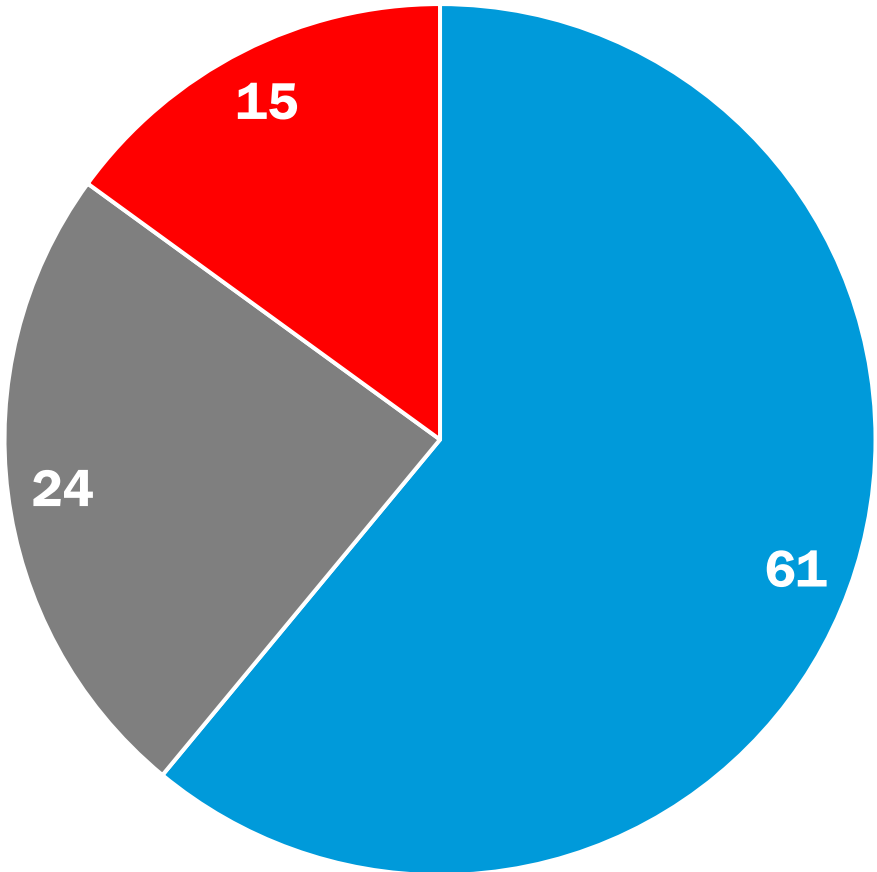
Sales, coupons and deals at supermarkets/retail stores are sought after by Greek consumers, a trend particularly popular among middle & older ages due to their responsibilities

Q. «Whenever I shop, I make sure I utilize all sales, coupons and deals»

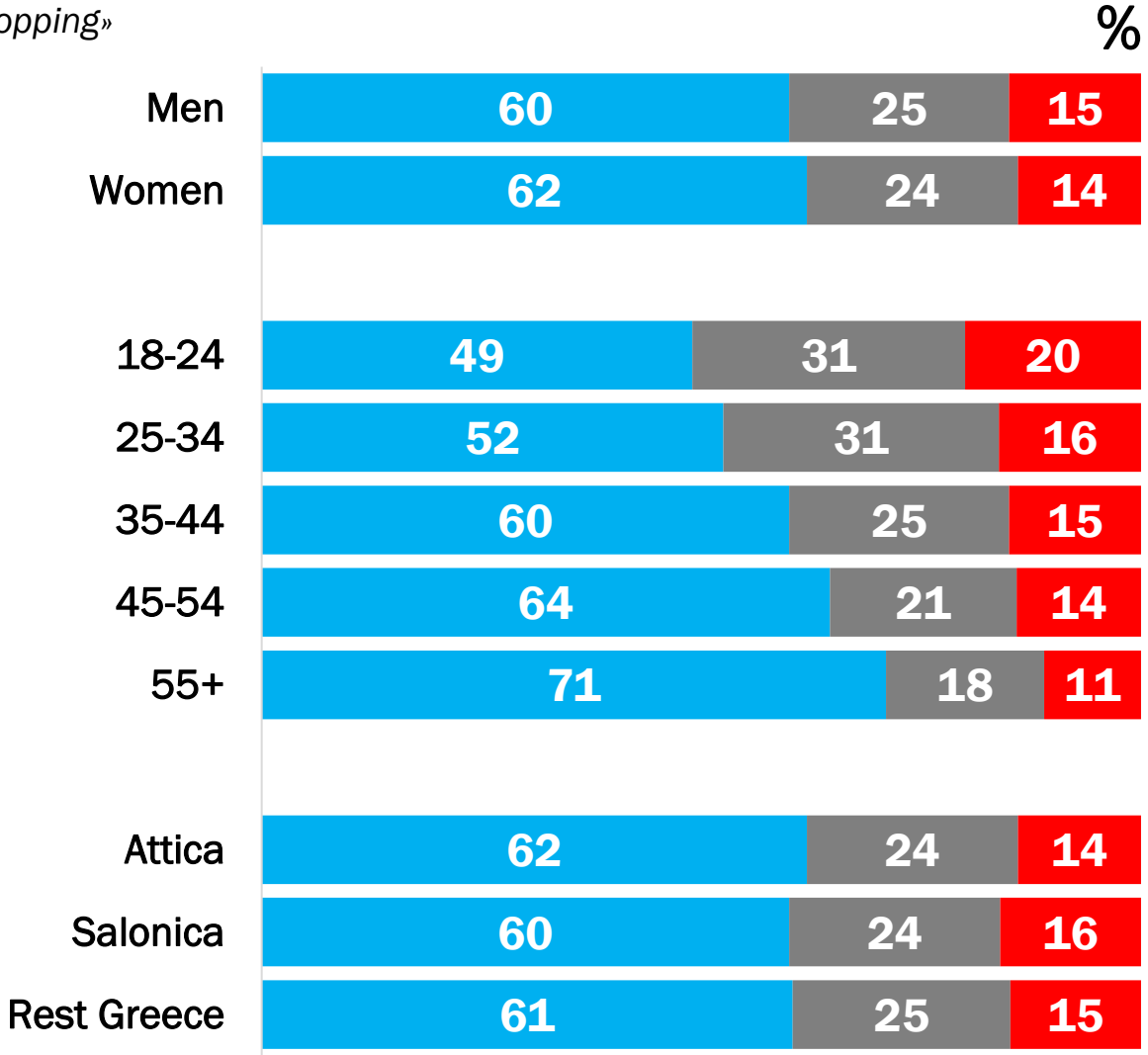


Sticking to a pre-written shopping list when grocery shopping is a practice by three out of five Greeks, and especially higher among the older age groups

Q. «I always have a shopping list when going on grocery shopping»

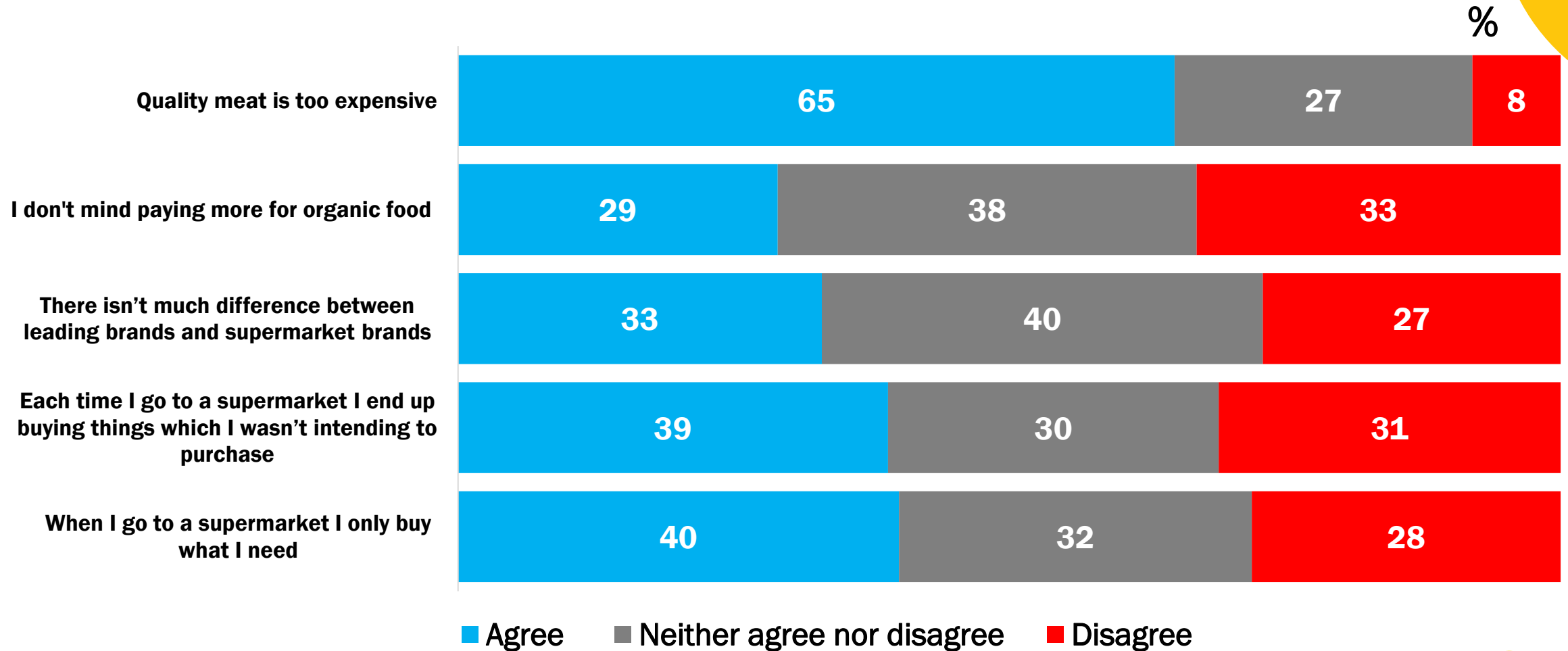


■ Agree ■ Neither agree nor disagree ■ Disagree



%

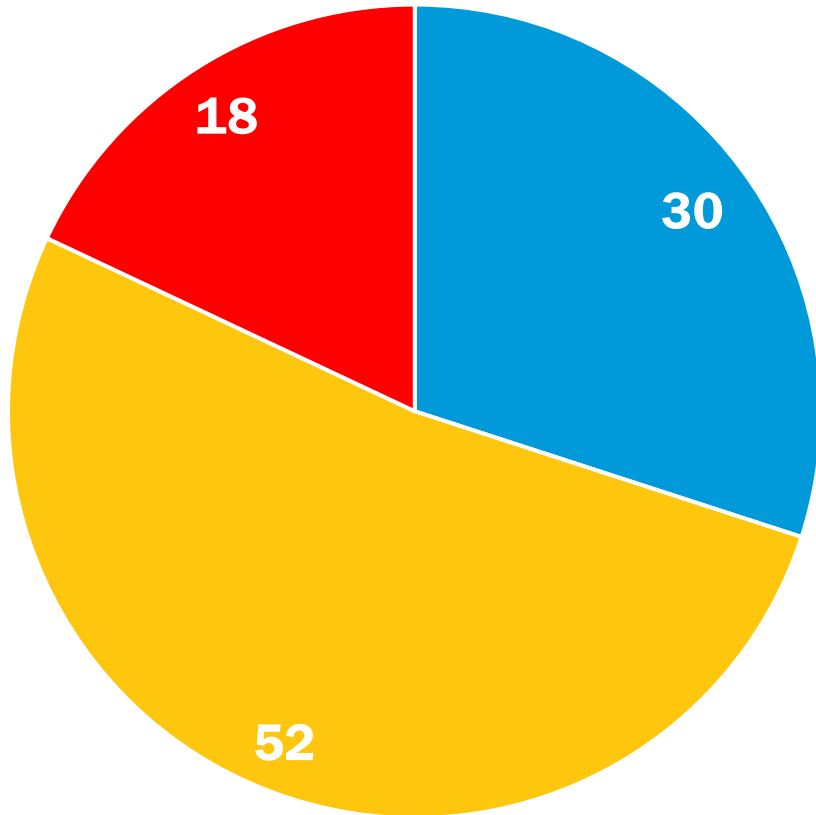
Two out of three Greeks admit that quality is more expensive, yet they tend to rationalize their choices in view of inflation and high prices



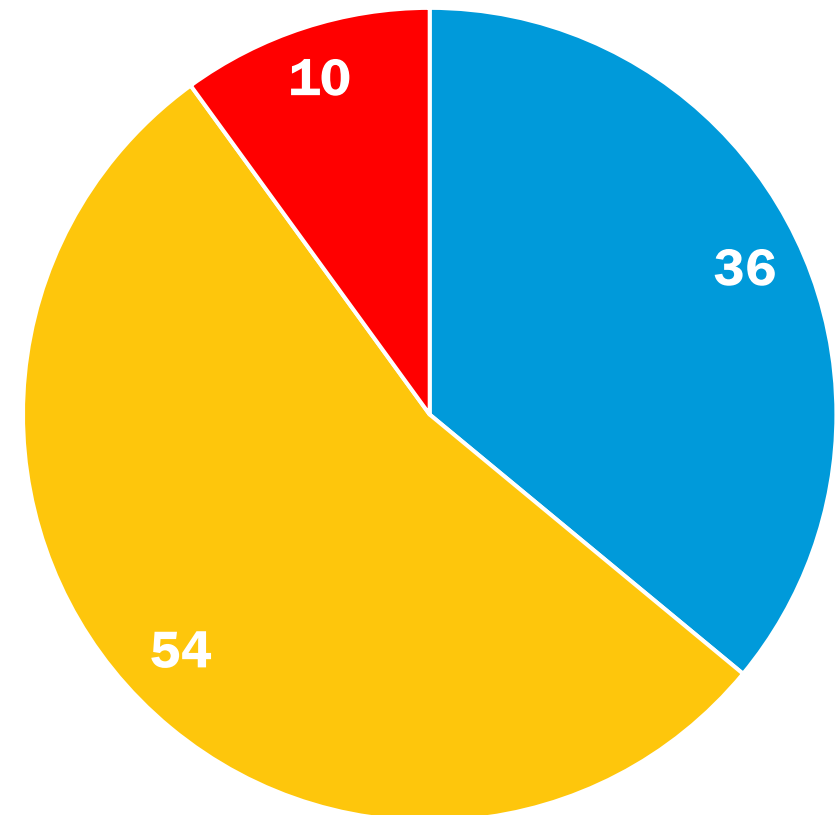
Greeks and Alcohol

Frequency of going out to bars/pubs is similar to that of alcohol consumption for Greeks

Frequency of Alcohol Consumption



Frequency of going out to bars/pubs



%

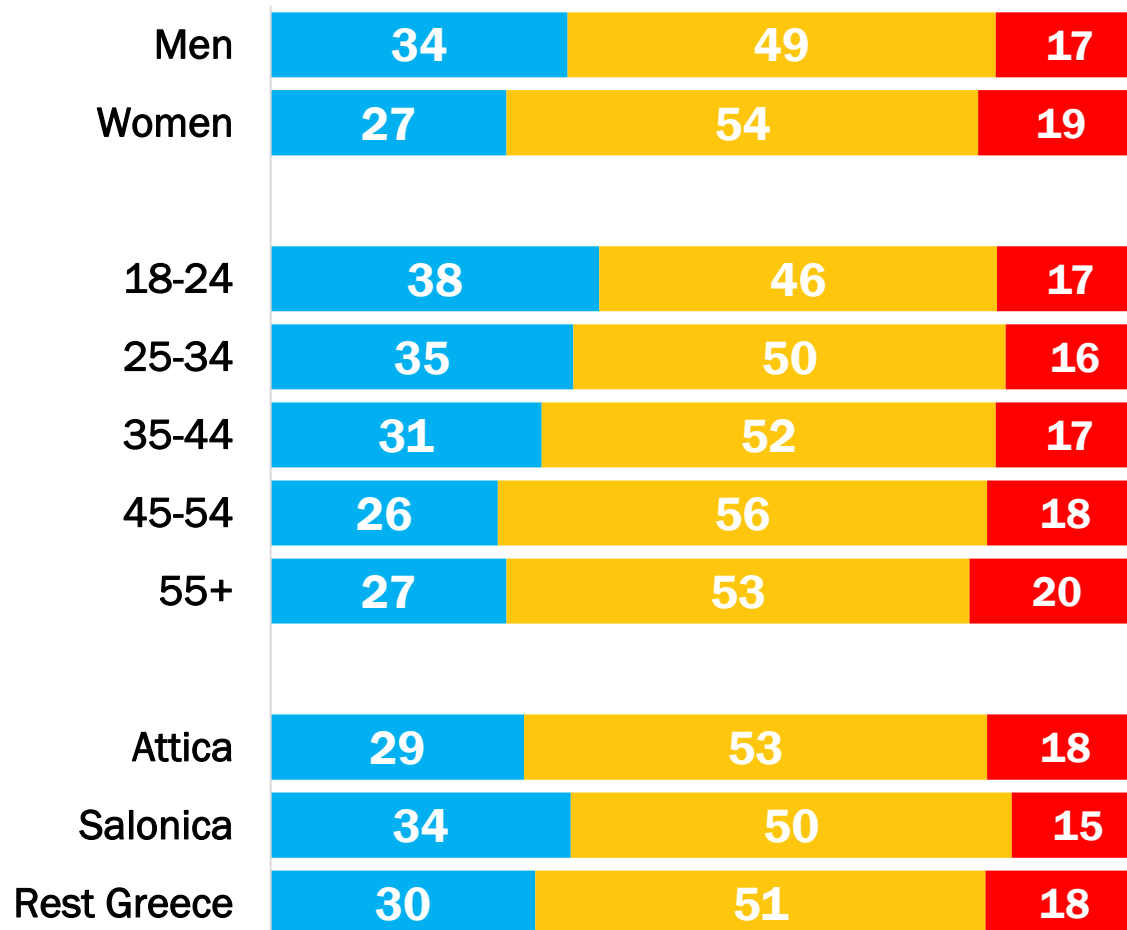
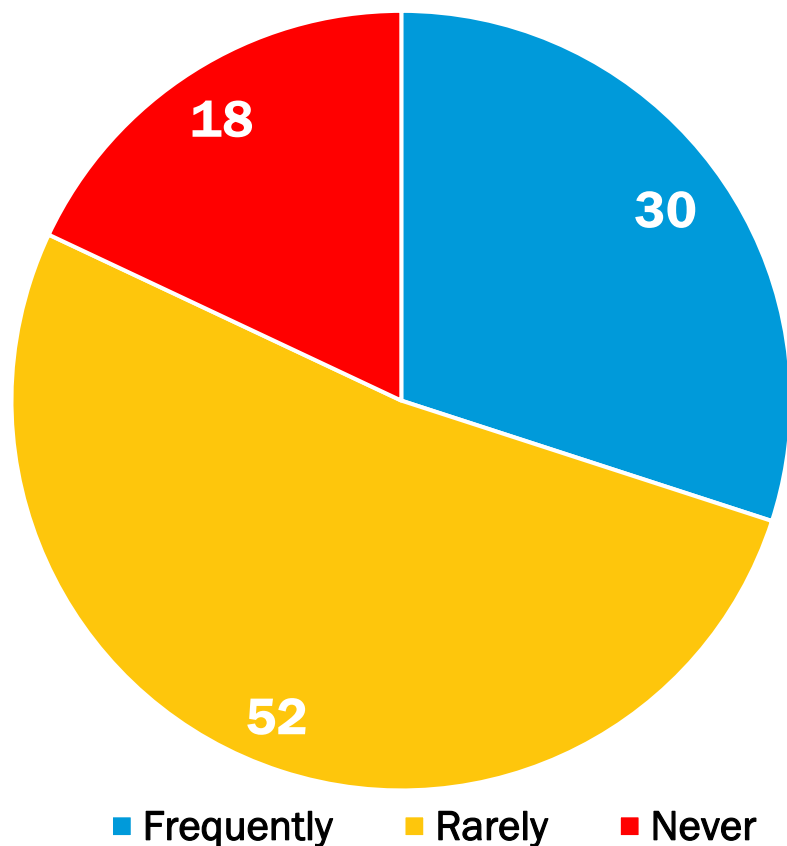
■ Frequently ■ Rarely ■ Never

Frequently : More than once a day/once a day/several times a week/once a week/several times a month
Rarely : once a month/less often

Although shopping in general is a rather female activity, men and young people are more frequent alcohol shoppers

Q. «Generally speaking, how often—if at all—do you buy alcohol from a shop to consume at home?»

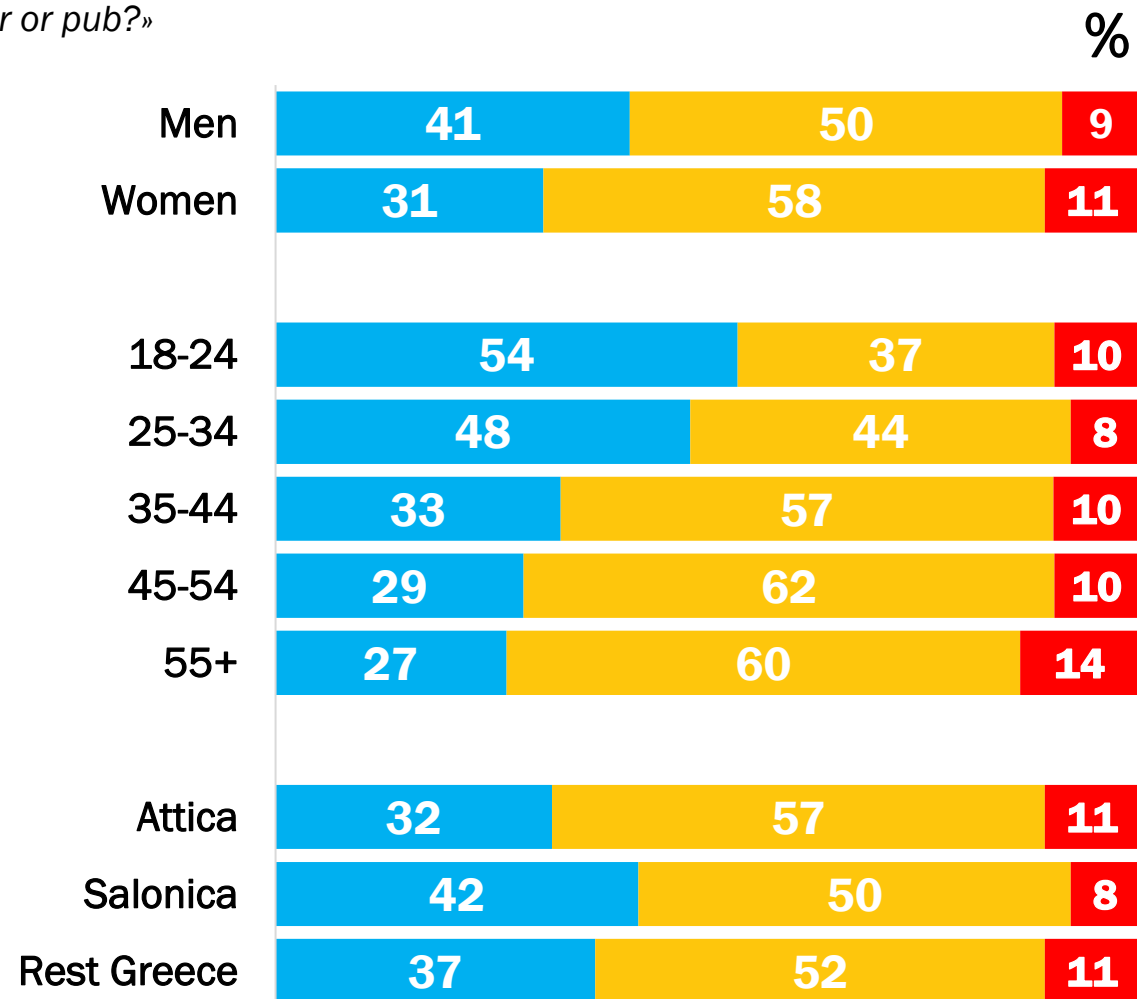
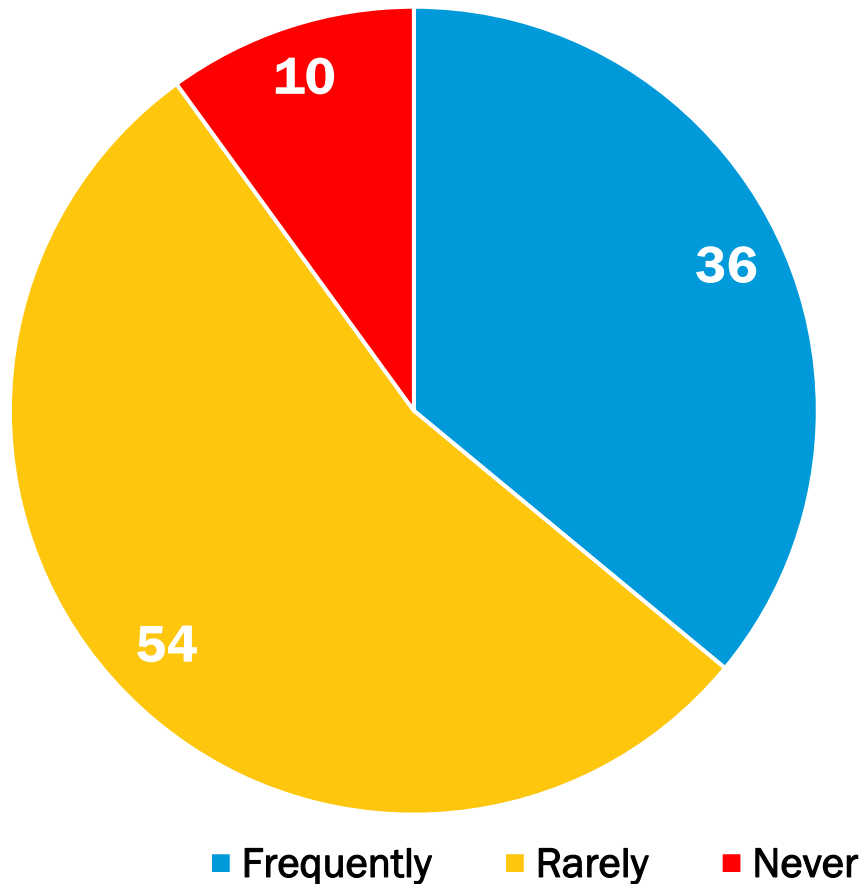
%



Frequently : More than once a day/once a day/several times a week/once a week/several times a month
 Rarely : once a month/less often

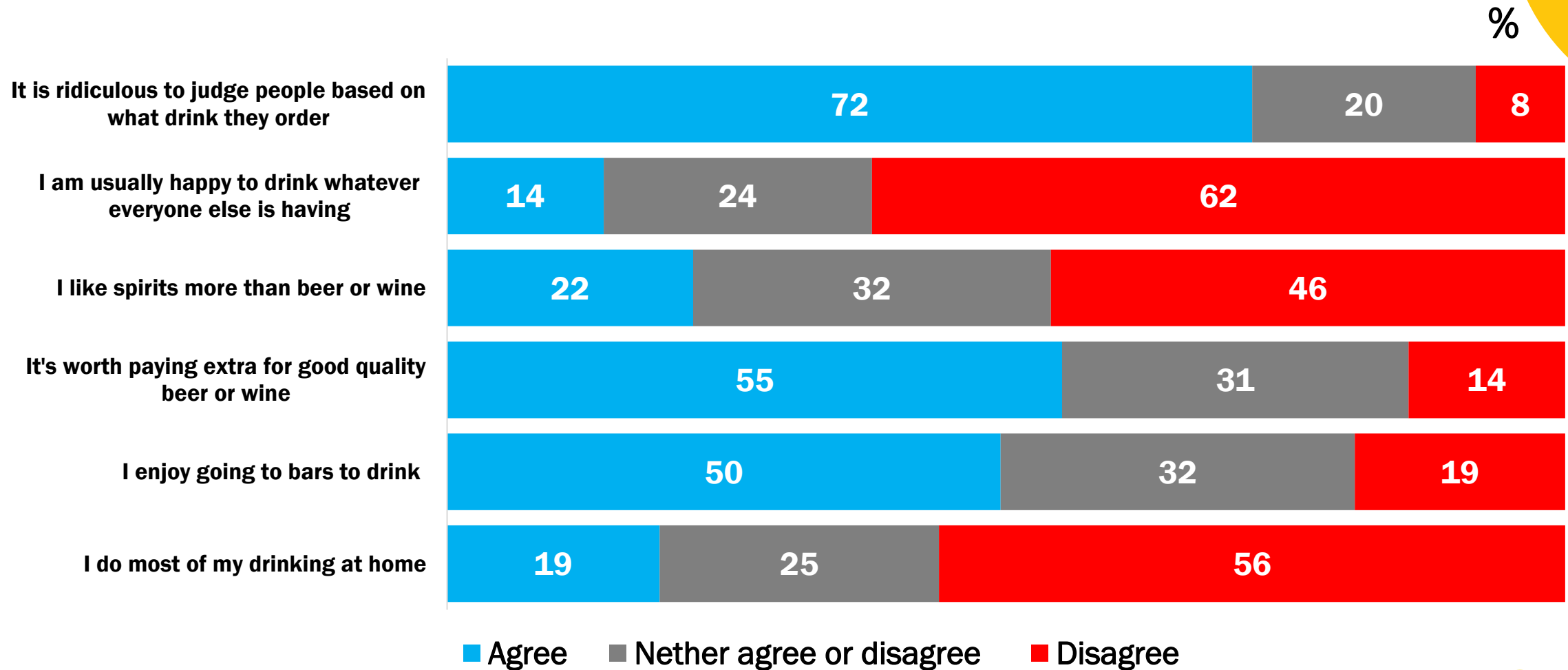
A similar tendency is observed regarding the frequency of going out to a bar/pub which is higher among men and the younger ages

Q. «Generally speaking, if at all, how often do you go to a bar or pub?»



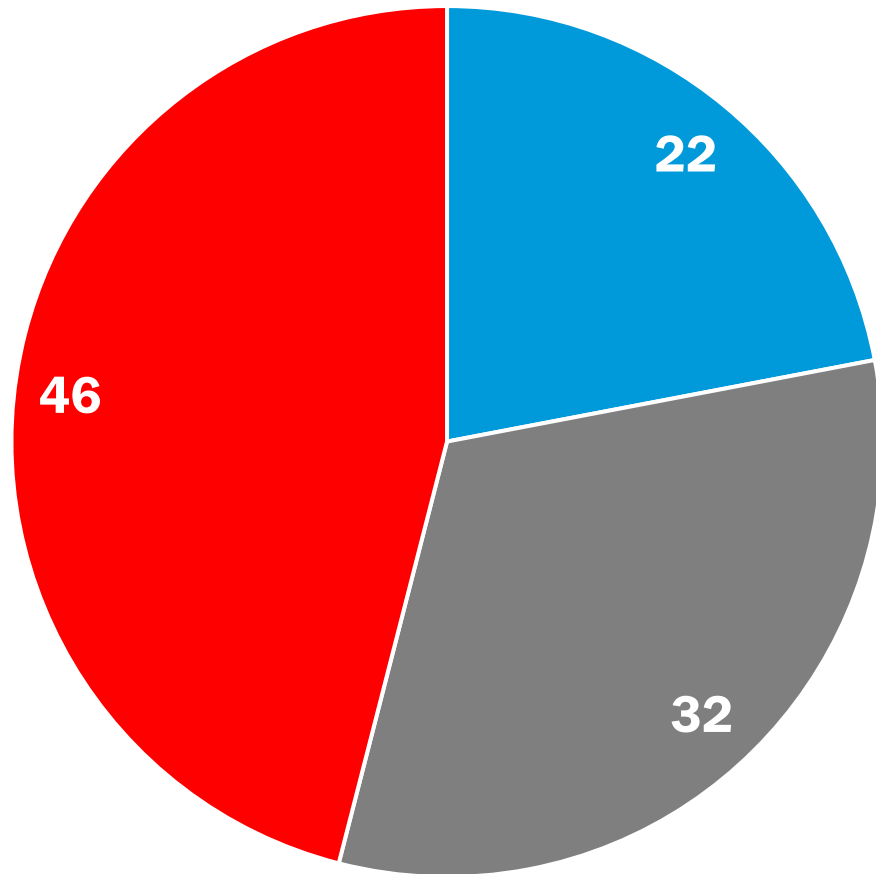
Frequently : More than once a day/once a day/several times a week/once a week/several times a month
 Rarely : once a month/less often

Greeks definitely prefer wine and beer over spirits, cocktails and other alcoholic drinks, and in general, they prefer to drink when going out rather than at home

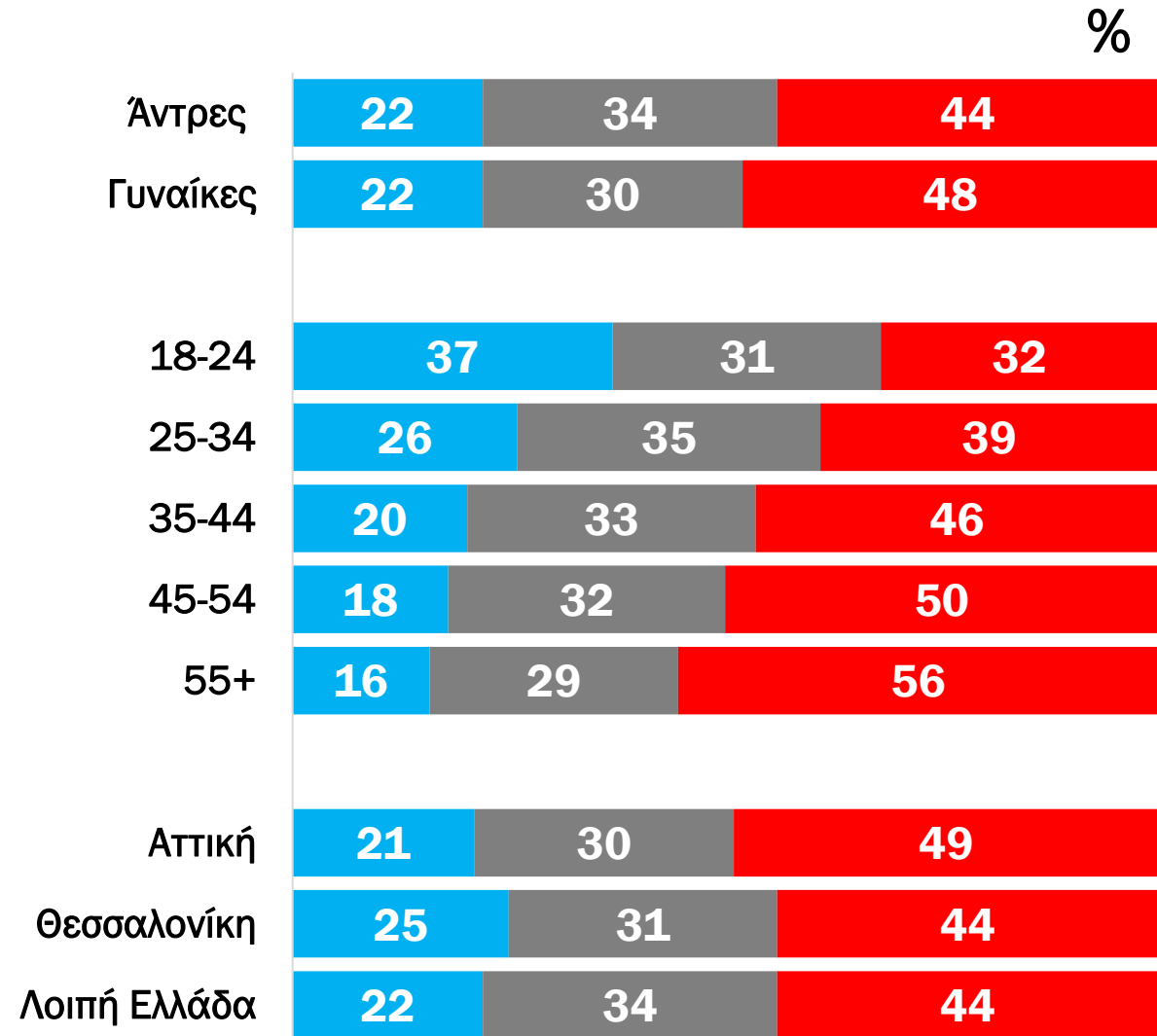


The young prefer to consume more spirits, as they also frequent bar/pubs much more than the middle and older ages

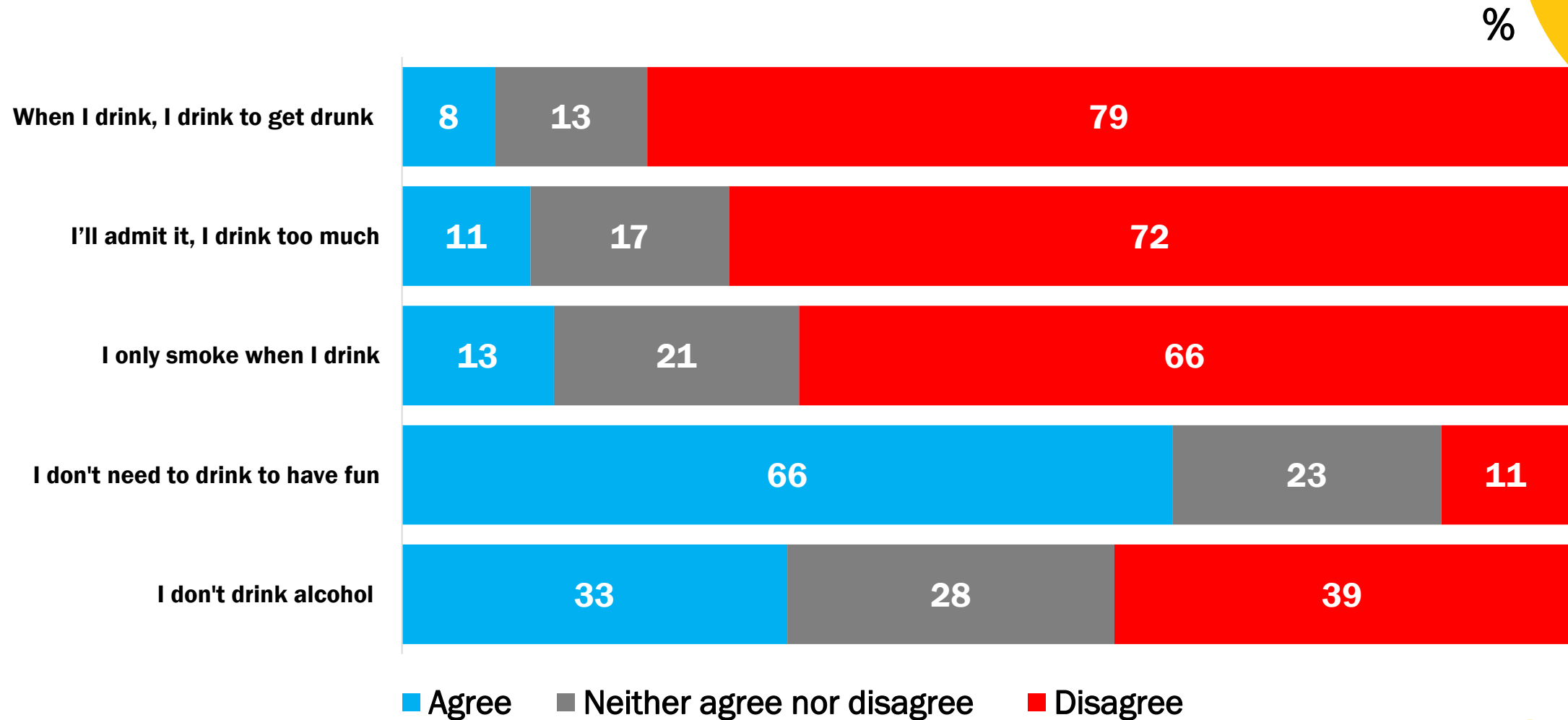
Q. «I like spirits more than beer or wine»



■ Agree ■ Neither agree nor disagree ■ Disagree



In general, Greeks are not overly “alcohol fanatic”, with one out of three not drinking alcohol at all, and two out of three stating that they don’t need to drink to have fun!



Key «Takeaways»

- Theoretically, a large proportion of Greeks — particularly older ages — say they try to take care of their health
- To this end, they try to consume enough fruit and vegetables, although...
- ...half of them agree to cut down on meat/dairy consumption
- Within the context of staying health and fit, more than one of two Greeks say they constantly try to lose weight, yet...
- ... for a considerable proportion of Greeks “beauty means thin” and this proportion reaches 31% among the young, and slightly higher among men (29%) vs. women (26%)

Key «Takeaways»

- Media, social media influencers and advertising lead a significant proportion of Greeks — especially the young — to adopt body standards that cause anxiety, lowering their self body-image, which results in...
- ...their desire to see “normal people” in advertisements!
- The need for economy given the high inflation and prices leads Greeks to be very cautious about their supermarket and groceries shopping, keeping a tight budget and sticking to their shopping lists
- Finally, regarding alcohol consumption, Greeks favor wine and beer over spirits, tend to drink alcohol when going out, and two out of three state that they don't need alcohol in order to have fun!

Thank you!

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