

# **The festive identity of Greeks: What they prefer and what inspires them**

National Survey Results  
December 2024





**We'll see...**



Magic of Christmas



Christmas Markets



Christmas Symbols & Traditions

# Research Specifications



# Research specifications

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Online interviews via YouGov panel

Structured questionnaire

Population : Men & Women 18+ Nationwide

Representative sample : 1000 persons. Parents of minor children : 261 persons

Conduct : December 2024

Focus Bari is the Affiliate Partner of YouGov in Greece ([www.yougov.com](http://www.yougov.com))

# Magic of Christmas

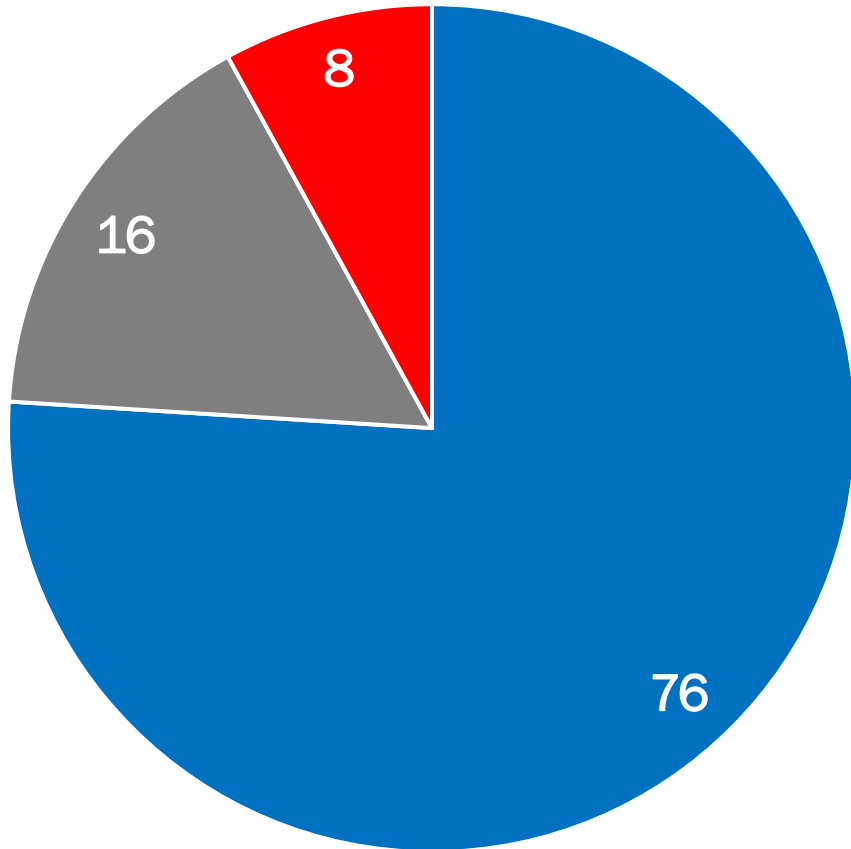
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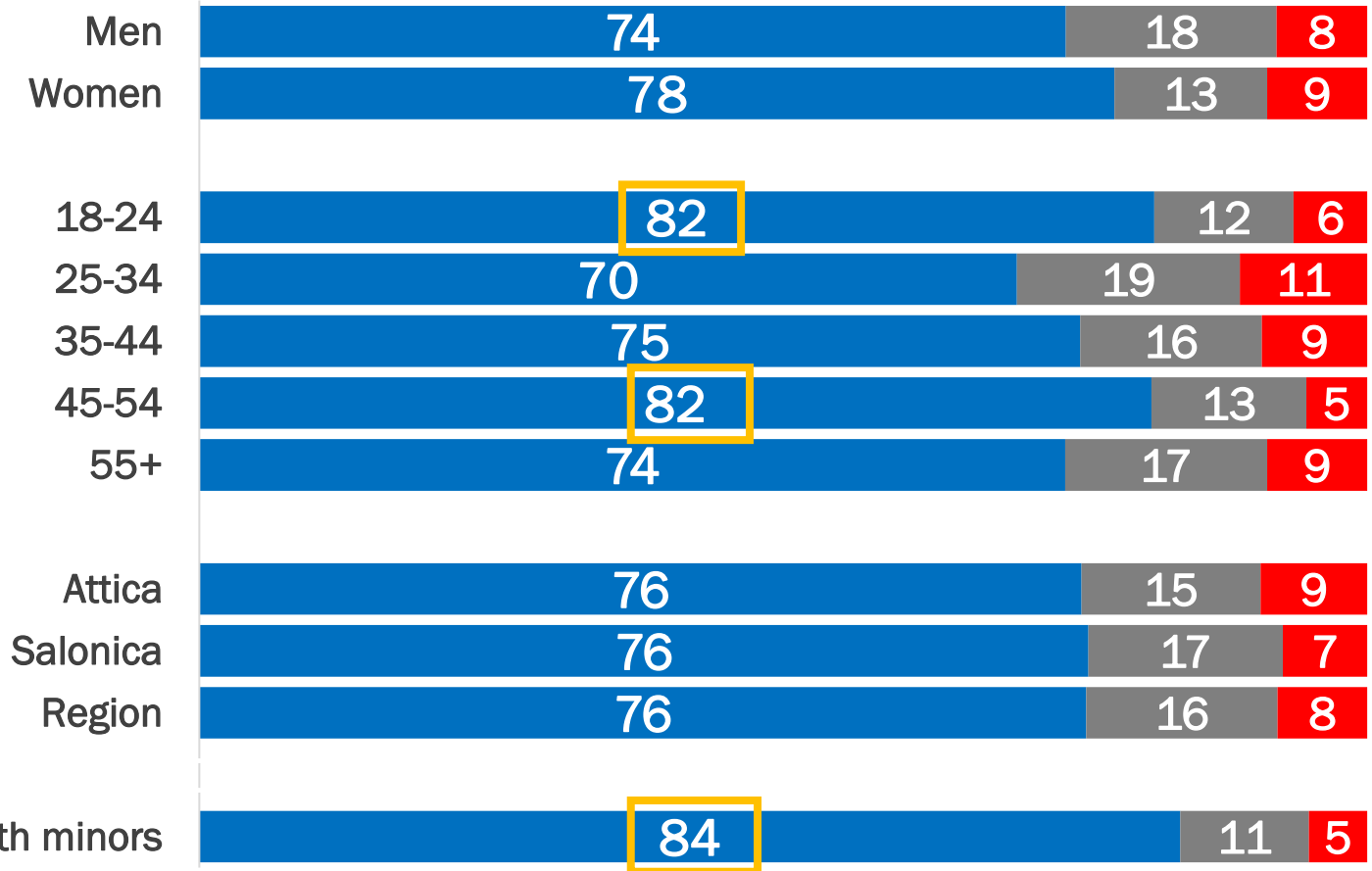
# Christmas: the most special time for most Greeks with special significance for families with children



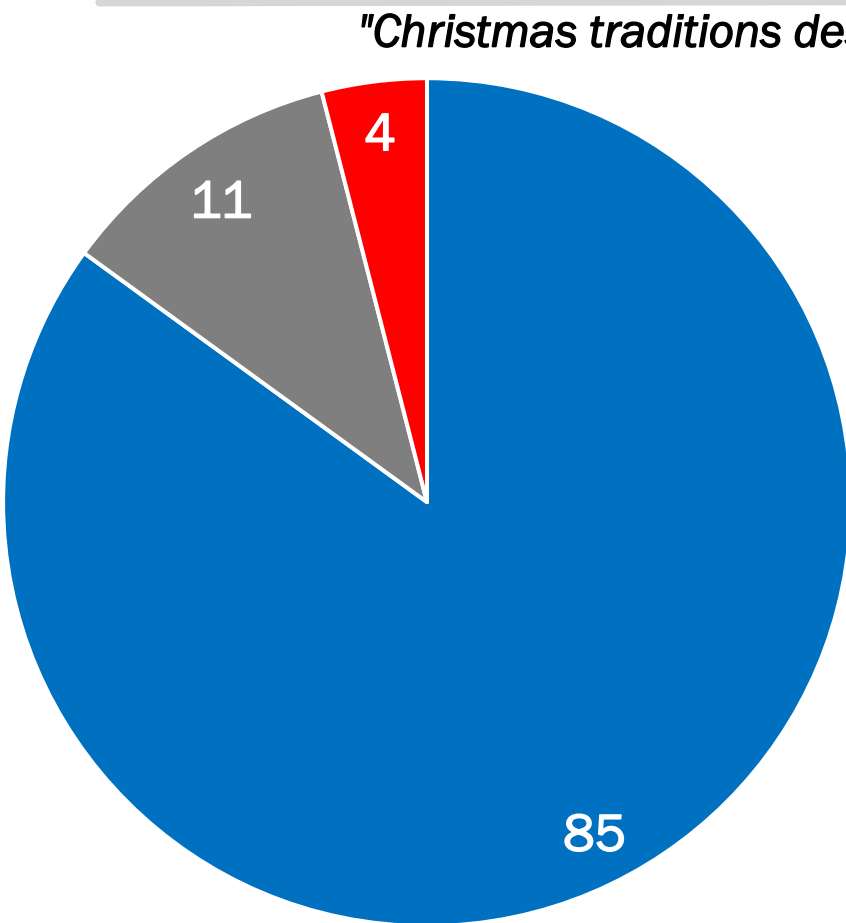
"Christmas is the most magical holiday of the year"



- Agree very much/quite a lot
- Neither agree/disagree
- Disagree a lot/quite a lot



# Most Greeks support the Christmas traditions, with families with children and with older generations doing so with even greater zeal



- Agree very much/quite a lot
- Neither agree/disagree
- Disagree a lot/quite a lot

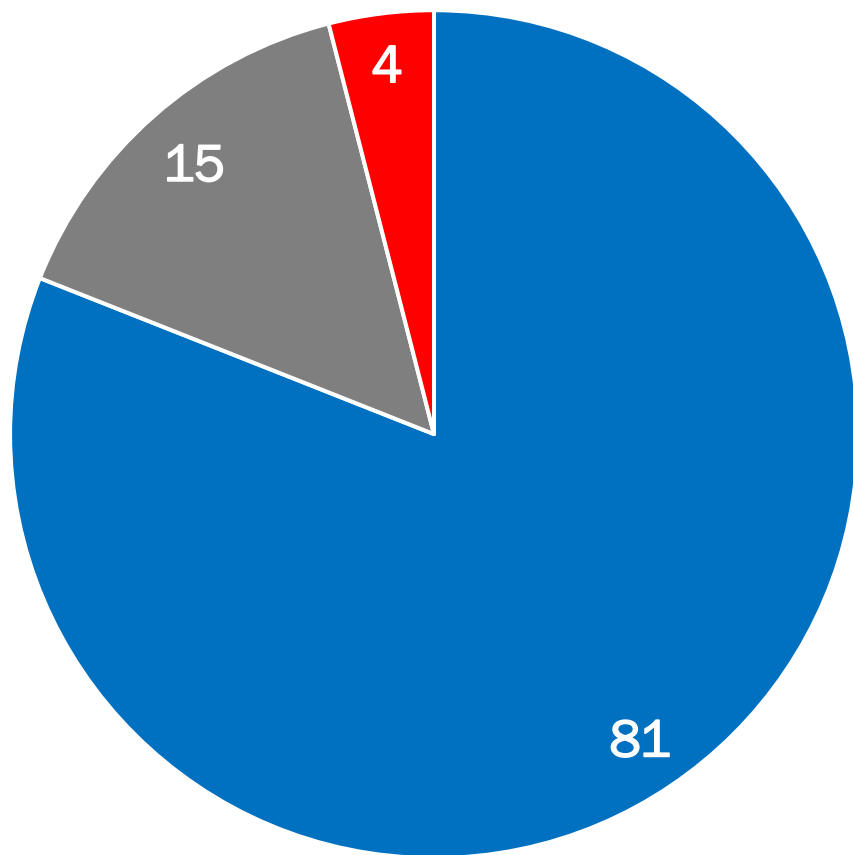
	%	
Men	84	12 4
Women	85	11 4
18-24	82	14 4
25-34	70	23 7
35-44	82	16 2
45-54	89	8 3
55+	89	7 4
Attica	84	12 4
Salonica	85	10 5
Region	85	11 4
Parents with minors	91	2 7

# Eight out of ten Greeks enjoy the Christmas spirit and live it with joy

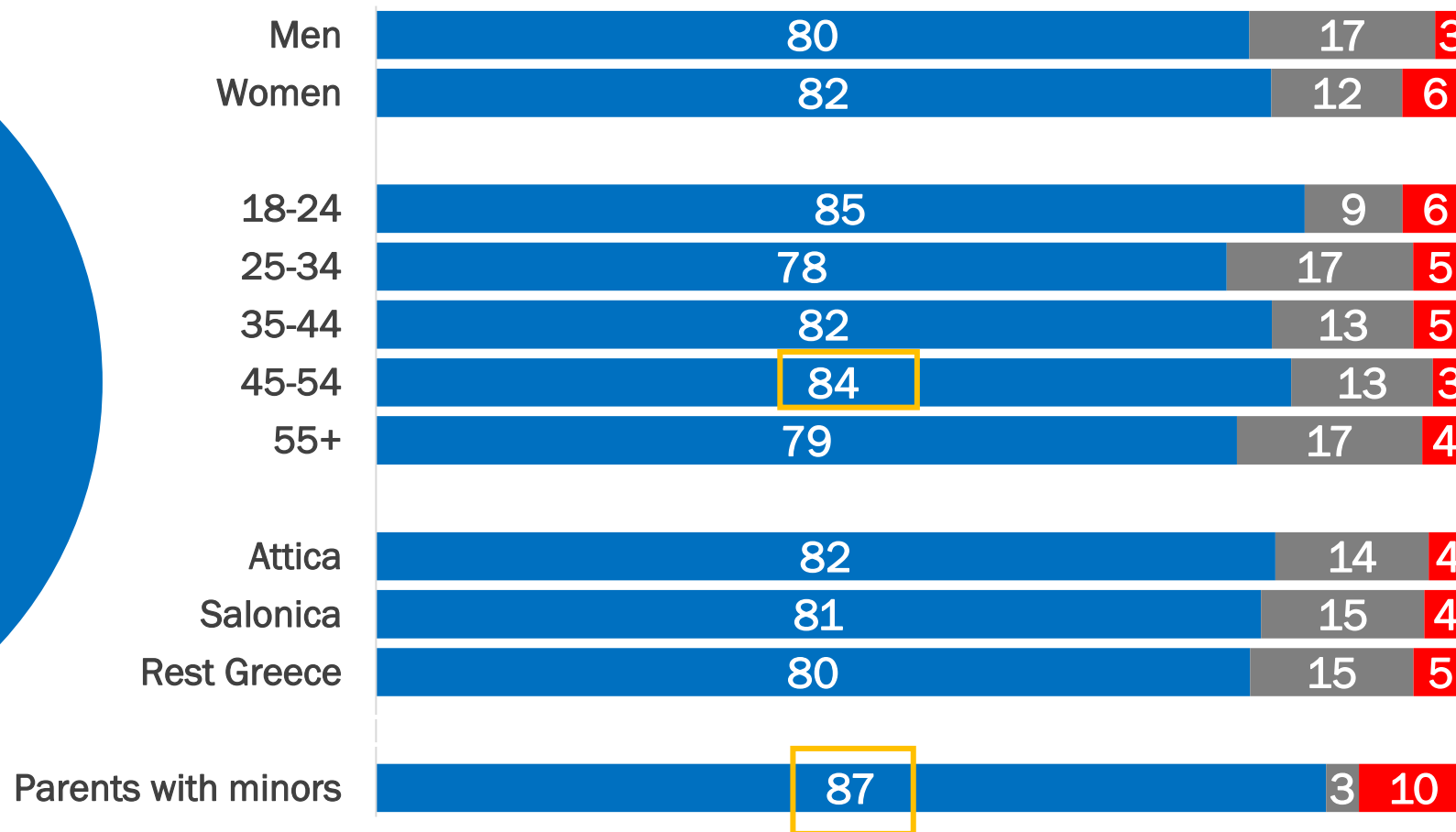


*"The Christmas atmosphere can change the mood and bring joy"*

%



- Agree very much/quite a lot
- Neither agree/disagree
- Disagree a lot/quite a lot



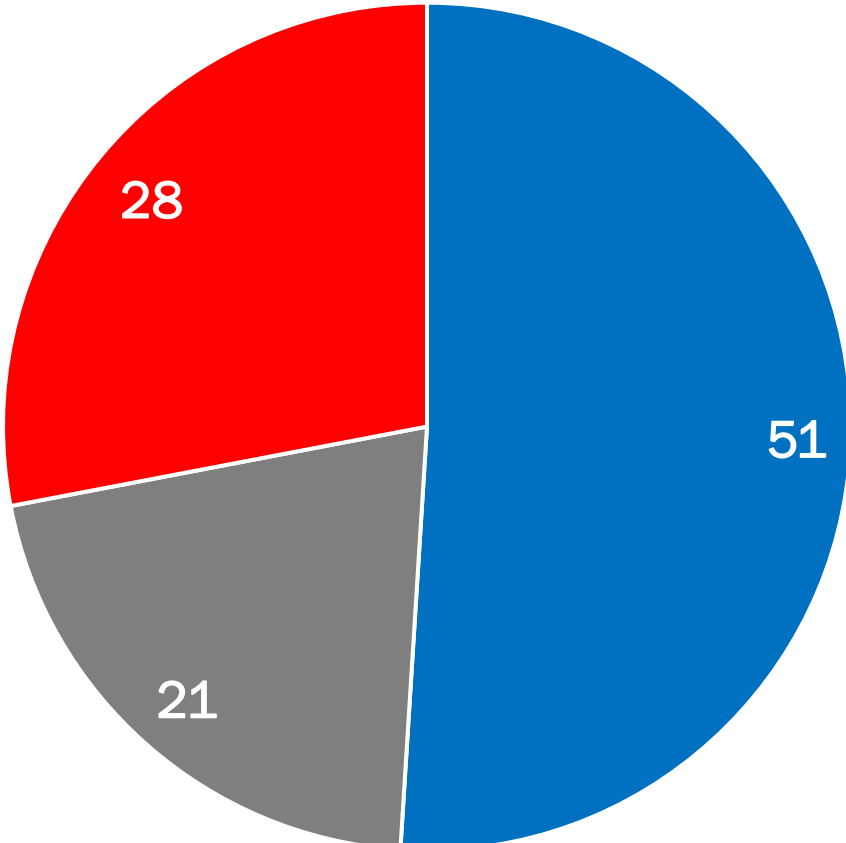


# However, public is "divided" on whether Santa Claus brings presents to all children, especially the 25-34 year olds...

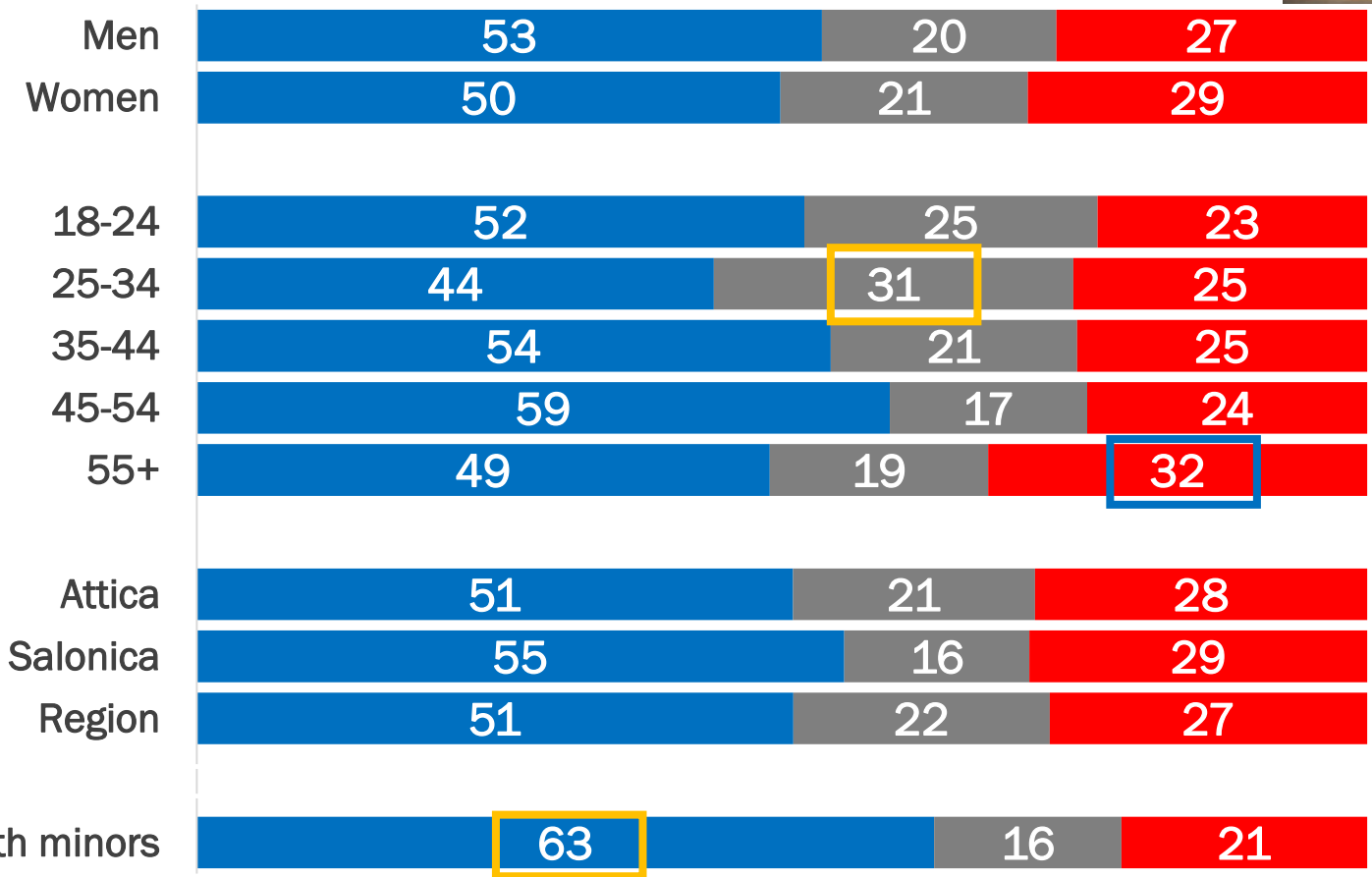


"Santa Claus brings gifts and joy to all the children of the world"

%



- Agree very much/quite a lot
- Neither agree/disagree
- Disagree a lot/quite a lot



# Christmas markets

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# Public chooses online and physical stores equally over the holidays, while many prefer only physical stores to experience the festive atmosphere

"How do you prefer to do most of your Christmas shopping?"

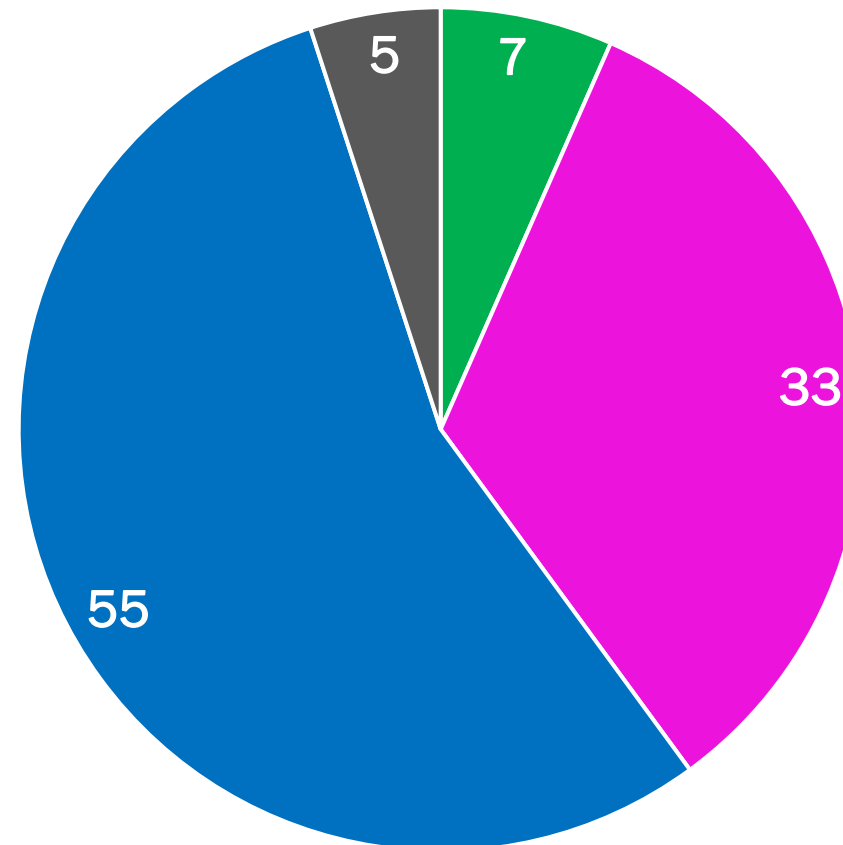
%

Online, I don't have time, who's running to the shops?

In the physical shops for the festive atmosphere

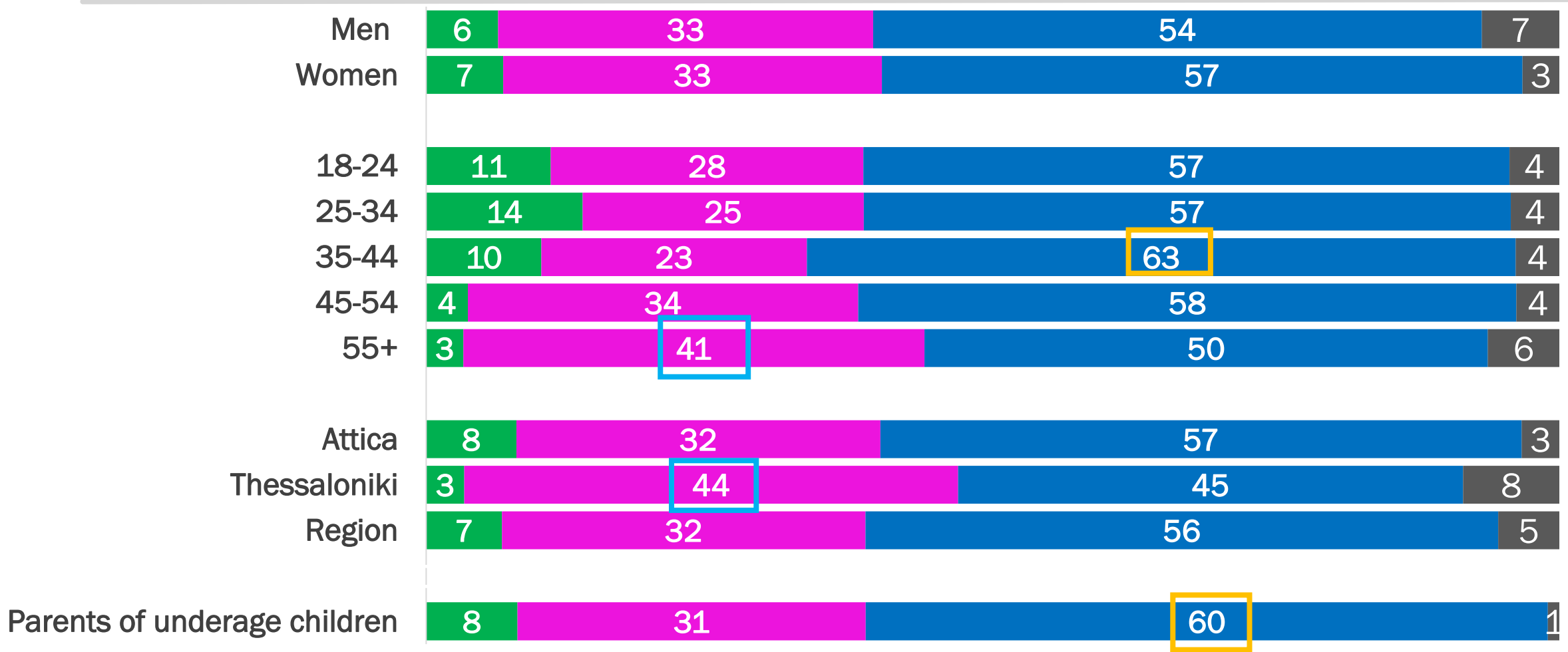
Both online and in physical stores, depending on the occasion

I don't do the shopping, the gifts are taken care of by others



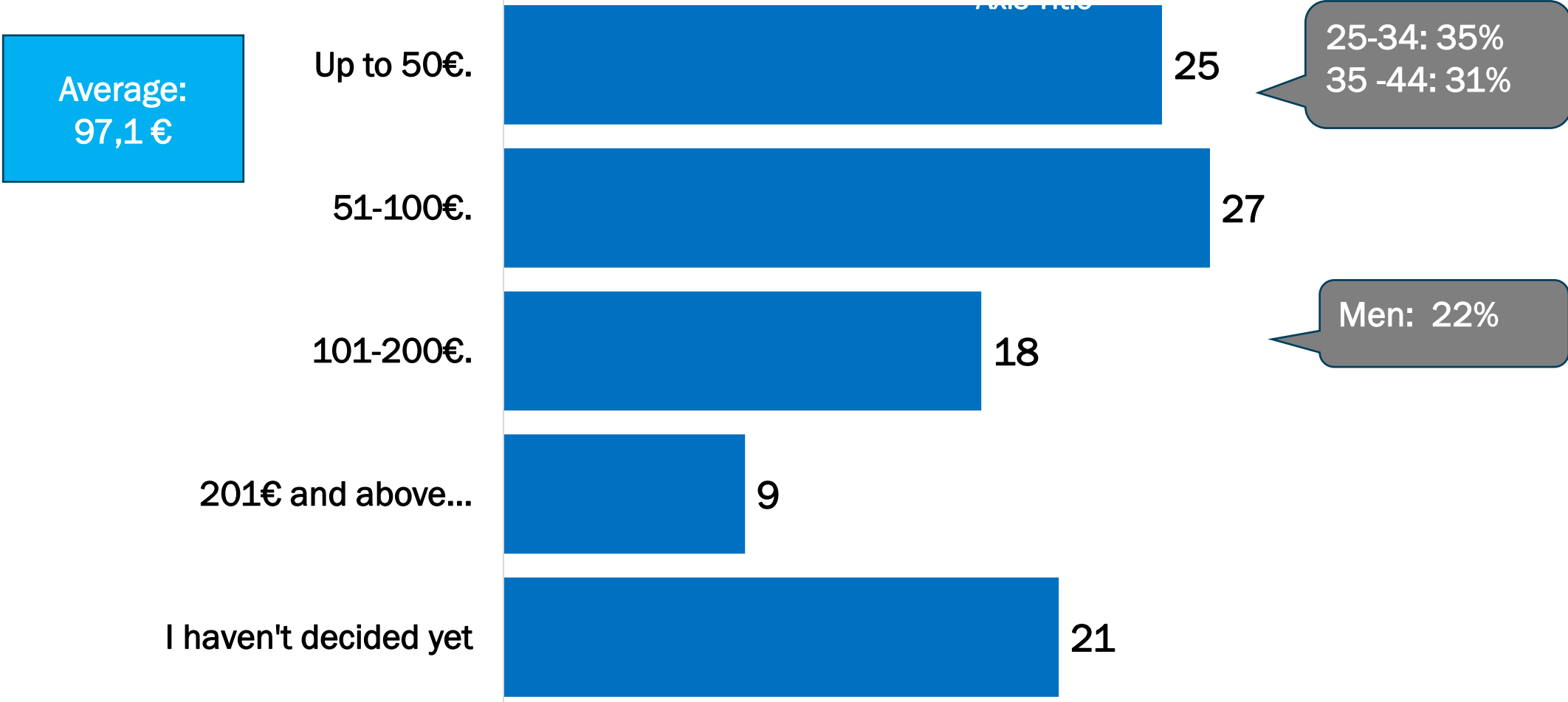
# Combination of online and physical shopping is preferred mainly by 35-44 year olds and families with children, while physical stores are chosen by older people and those living in Thessaloniki

%



# Greeks plan to spend €97.1 on personal Christmas shopping, while one in five remain unsure

"How much money do you plan to spend this year on your Christmas shopping (for you)?" %

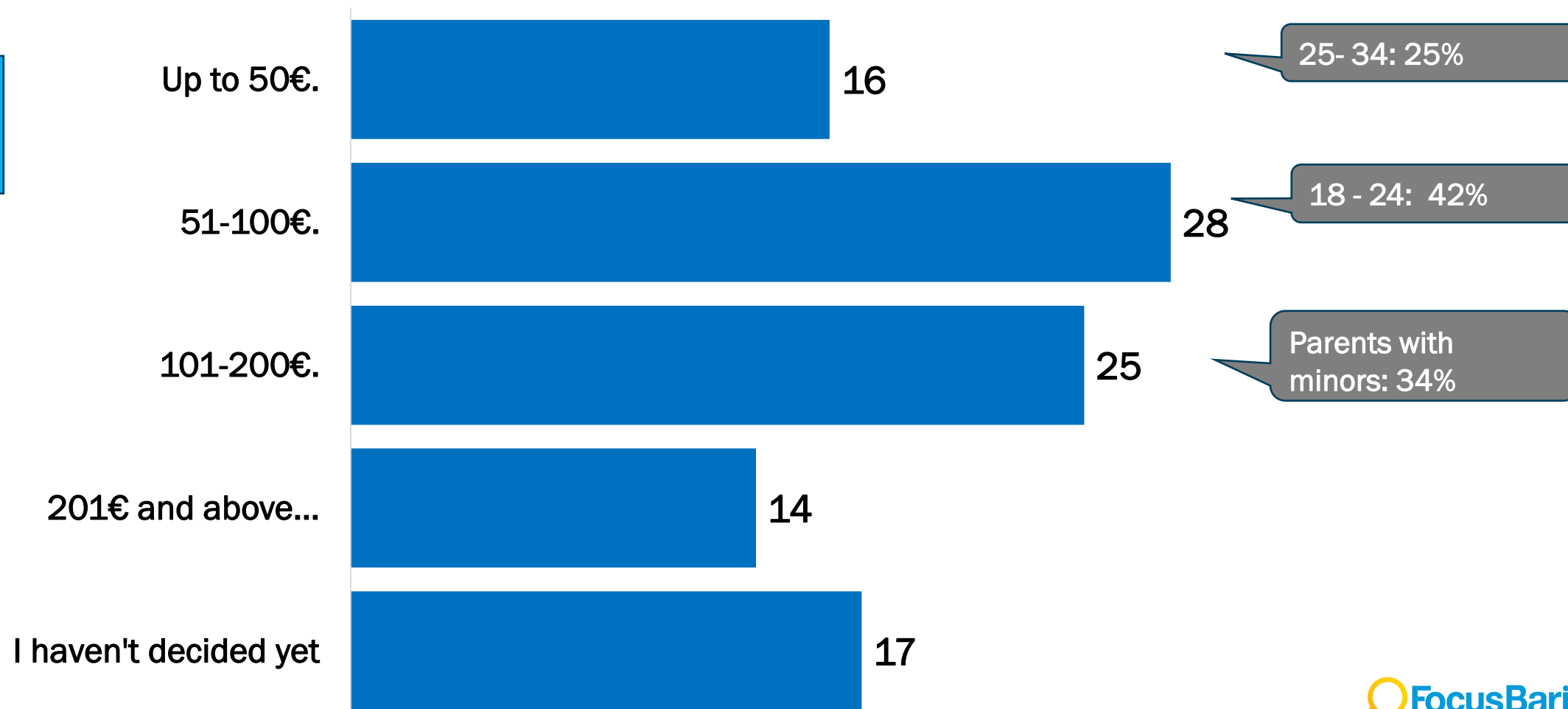


# Greeks will spend an average of €116.8 on Christmas presents for their loved ones and only one in six has not yet decided

"How much money do you plan to spend on Christmas shopping this year (for others)?"

%

AVERAGE:  
116,8 €



# Christmas Symbols and Traditions

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# Christmas sweets: almost three out of four Greeks say they will make them at home—even if not all of them—with the minority resorting only to ready - made

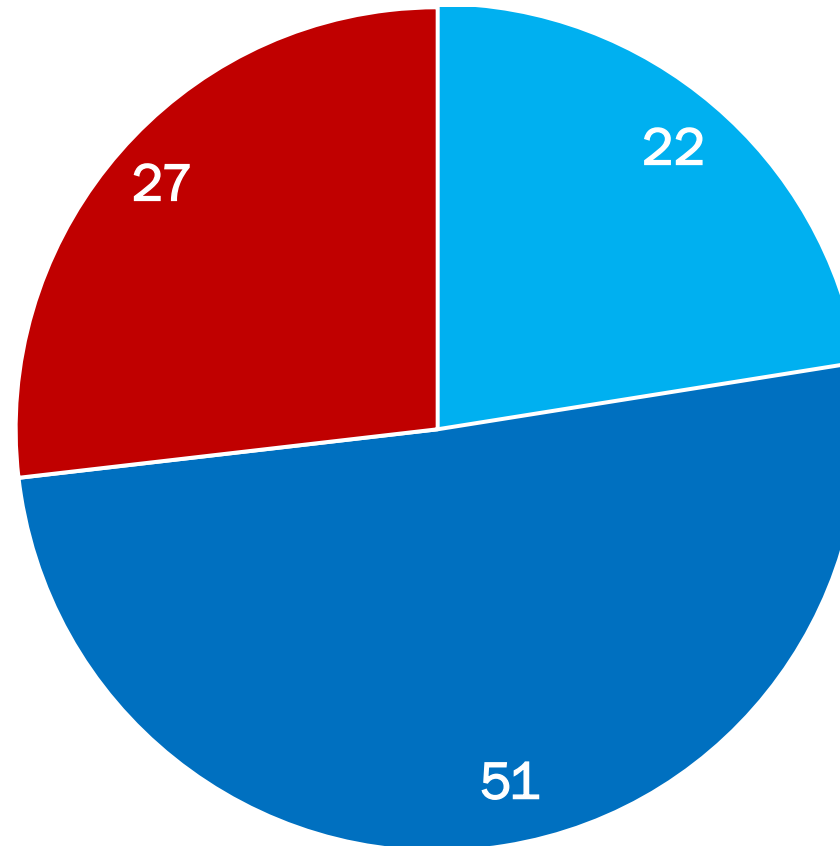
"What do you usually do with Christmas sweets at home?"

%

I always make my own sweets, because the homemade taste is incomparable

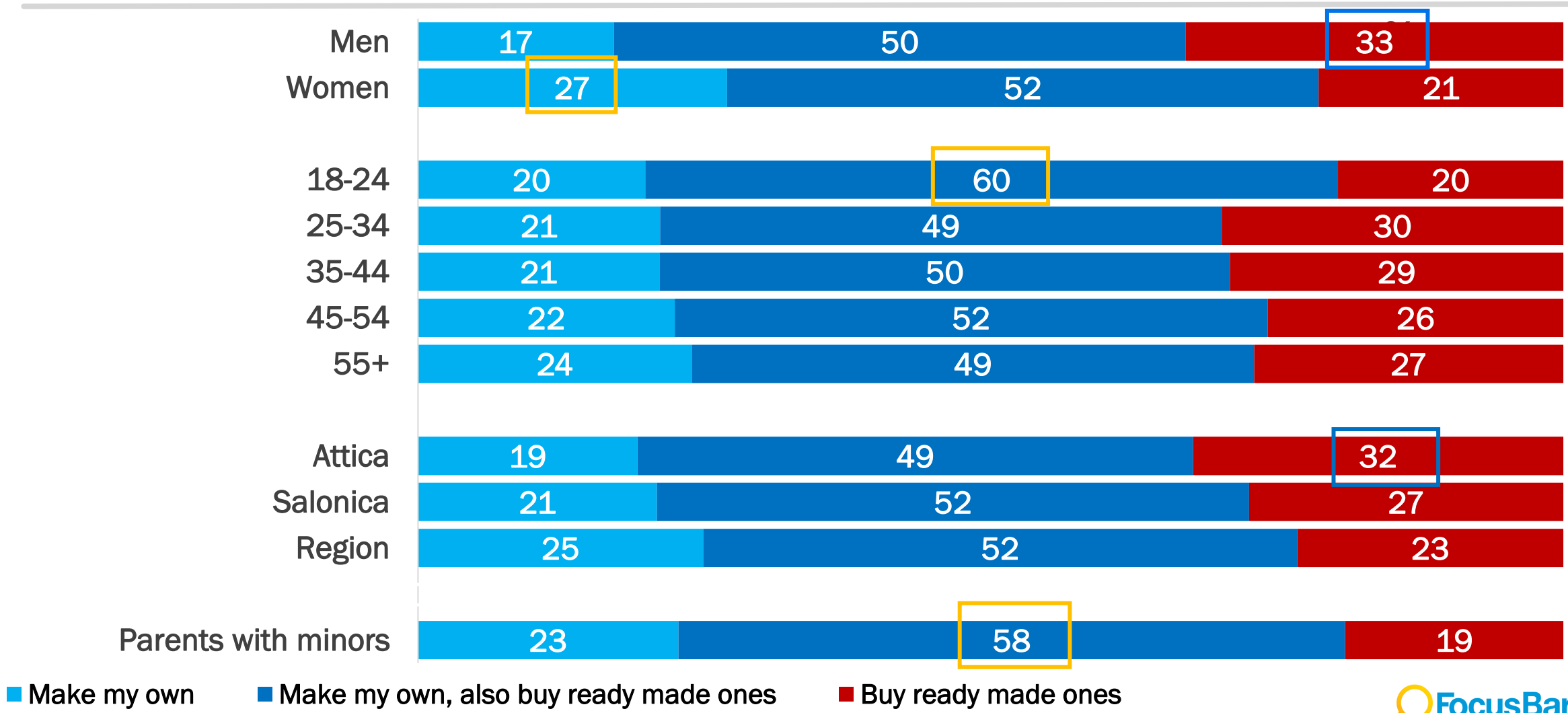
I make some of my own sweets, but I also buy ready-made ones for convenience

I buy ready-made, I don't have time to cook





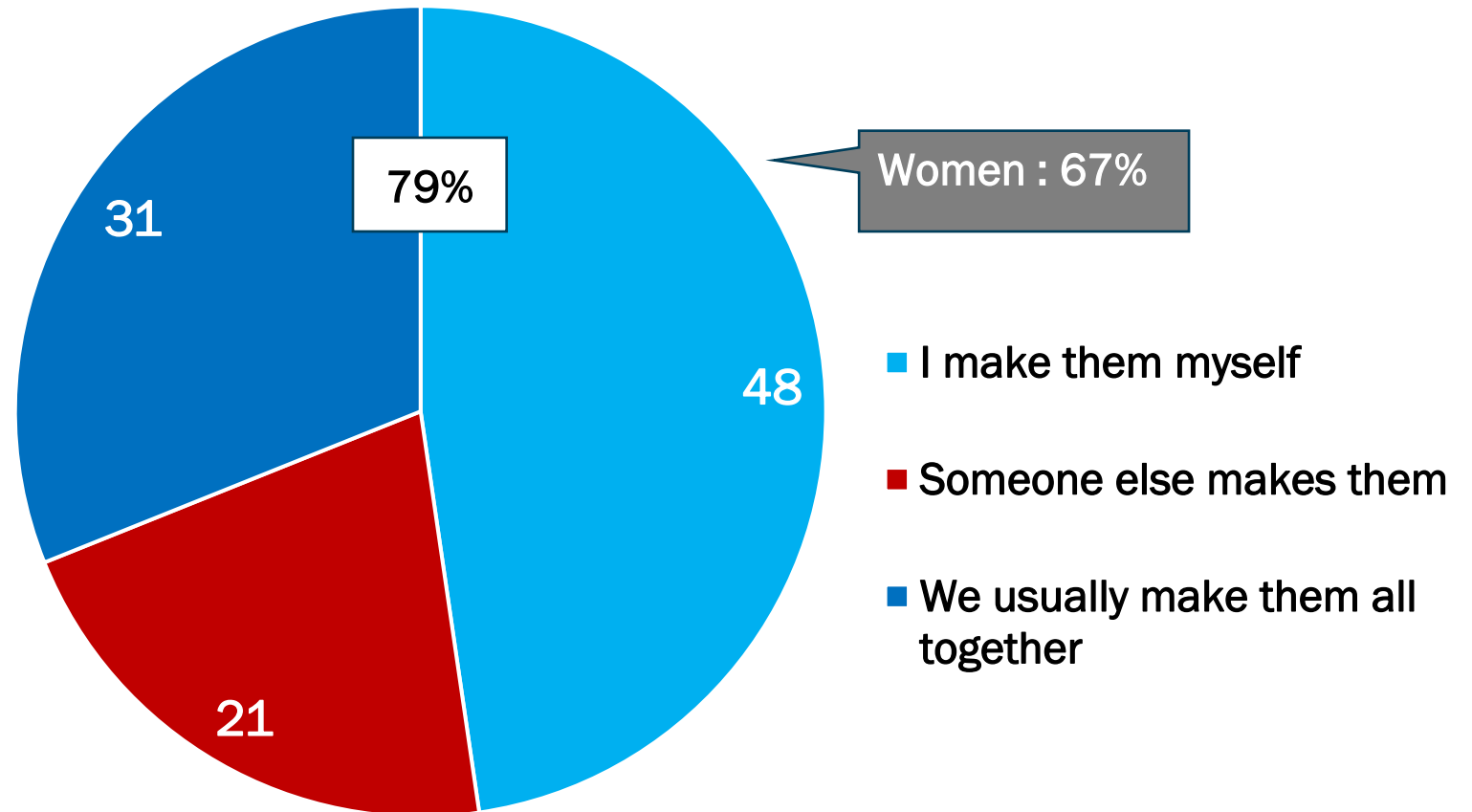
# Women choose to make their own sweets, men choose ready-made, while parents with young children combine both



# Eight out of ten Greeks enjoy preparing Christmas sweets at home, either by making them themselves or by participating in the process

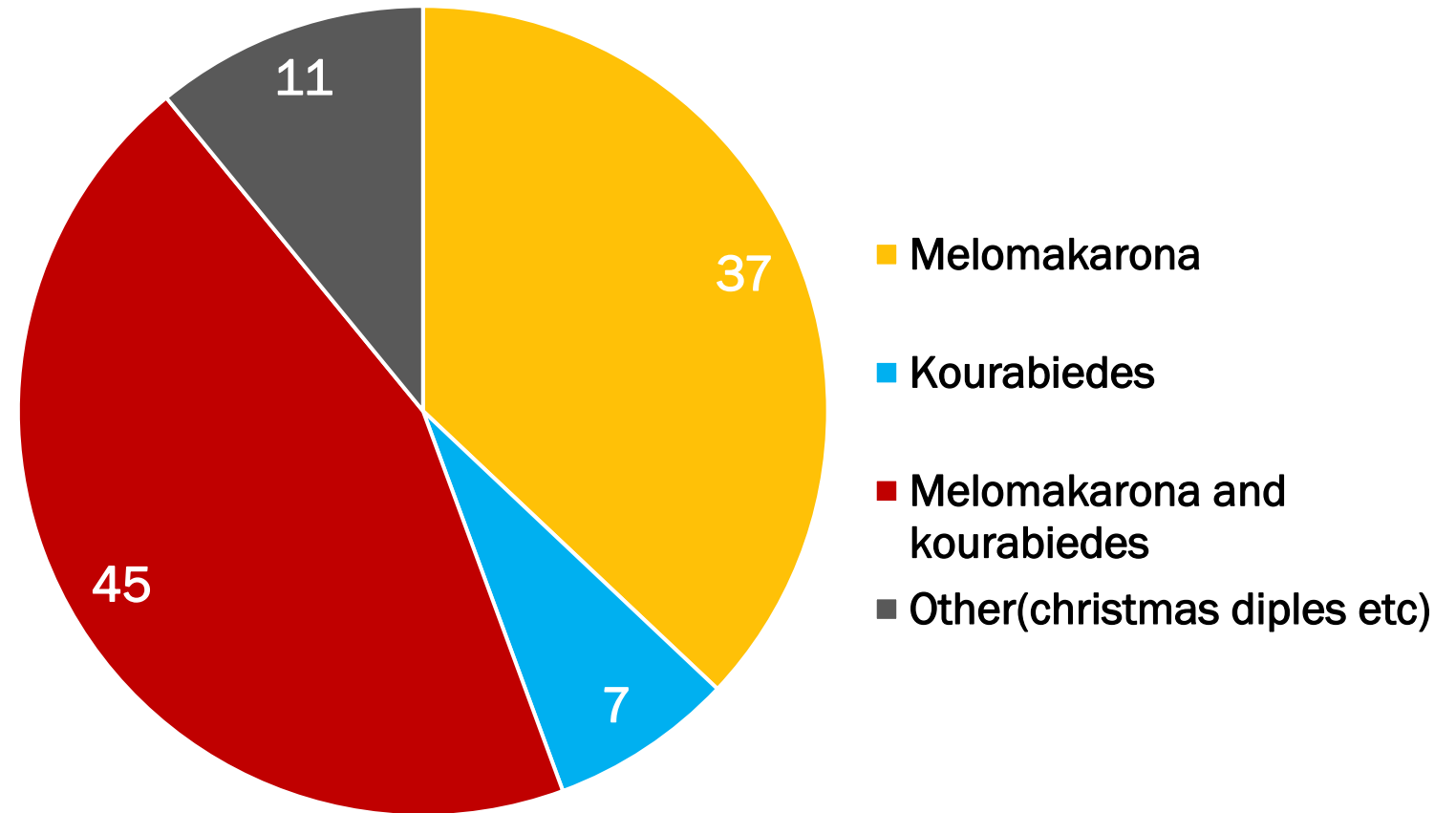
"Christmas sweets at home ..."

%



Base: those who make sweets at home, Nationwide

# Of those who make sweets at home, almost half do both, and of the rest, melomakarona "steal" the show



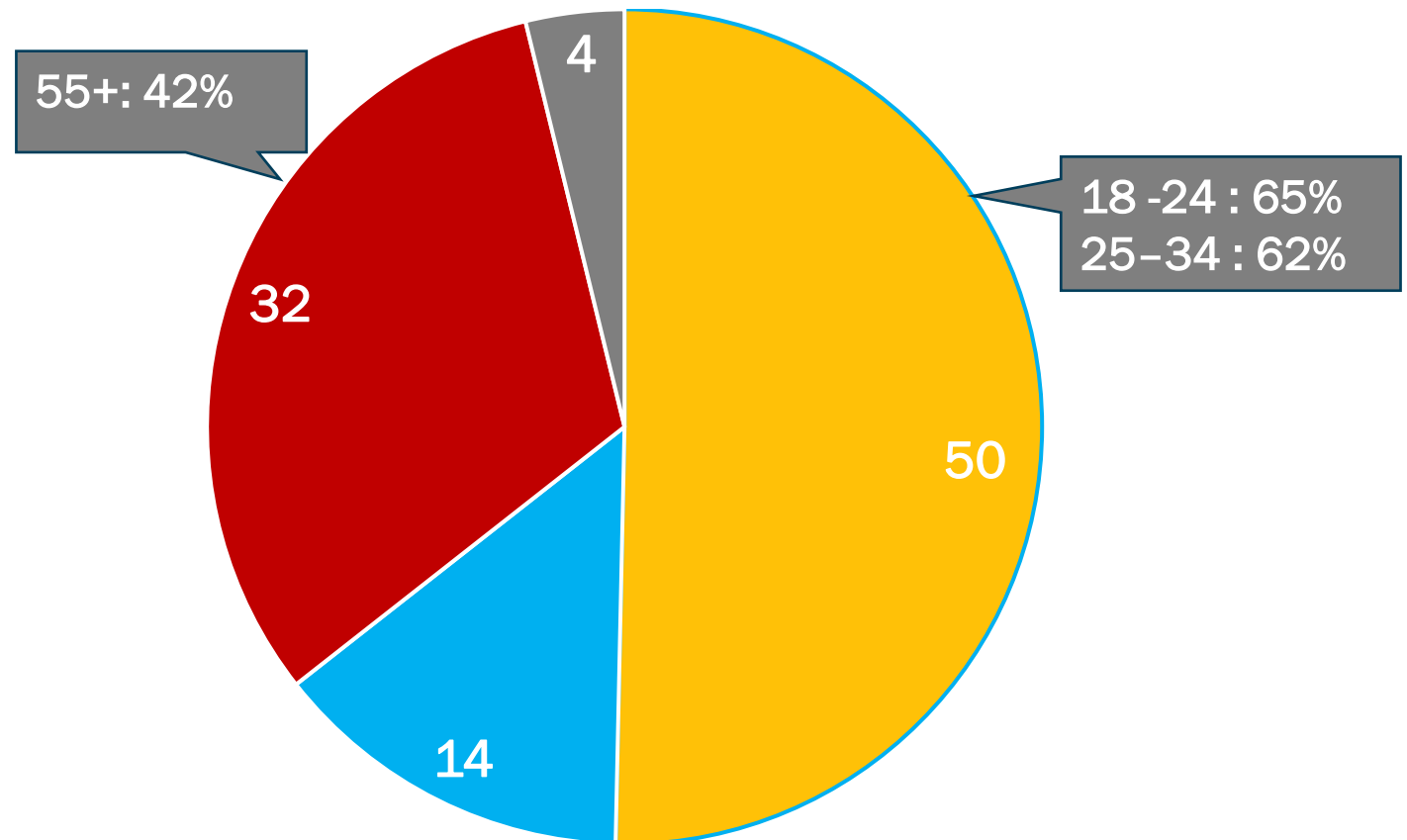
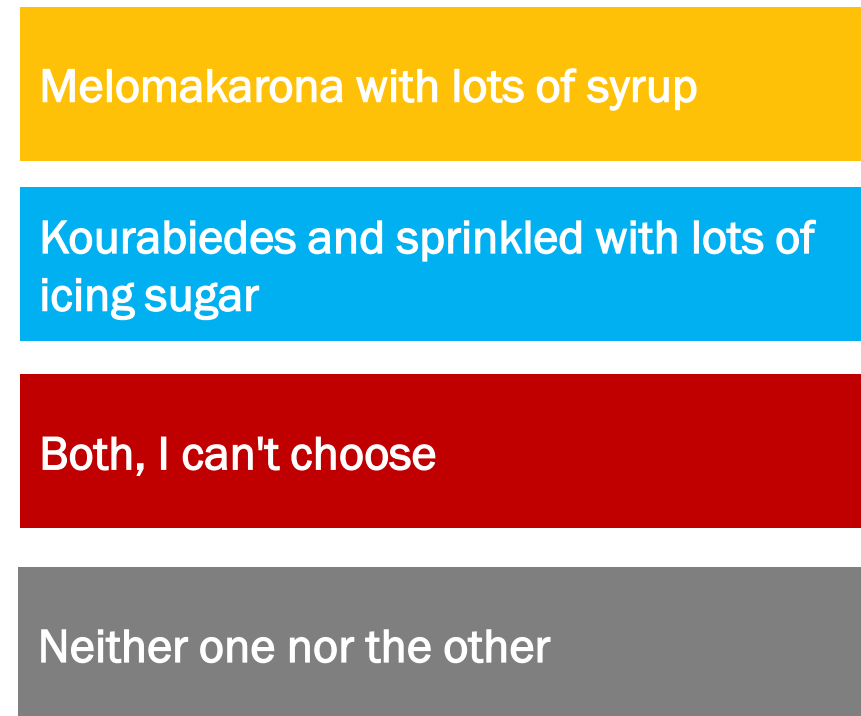
Base: those who make sweets at home, Nationwide

# Melomakarona vs kourabiedes: mark 1!

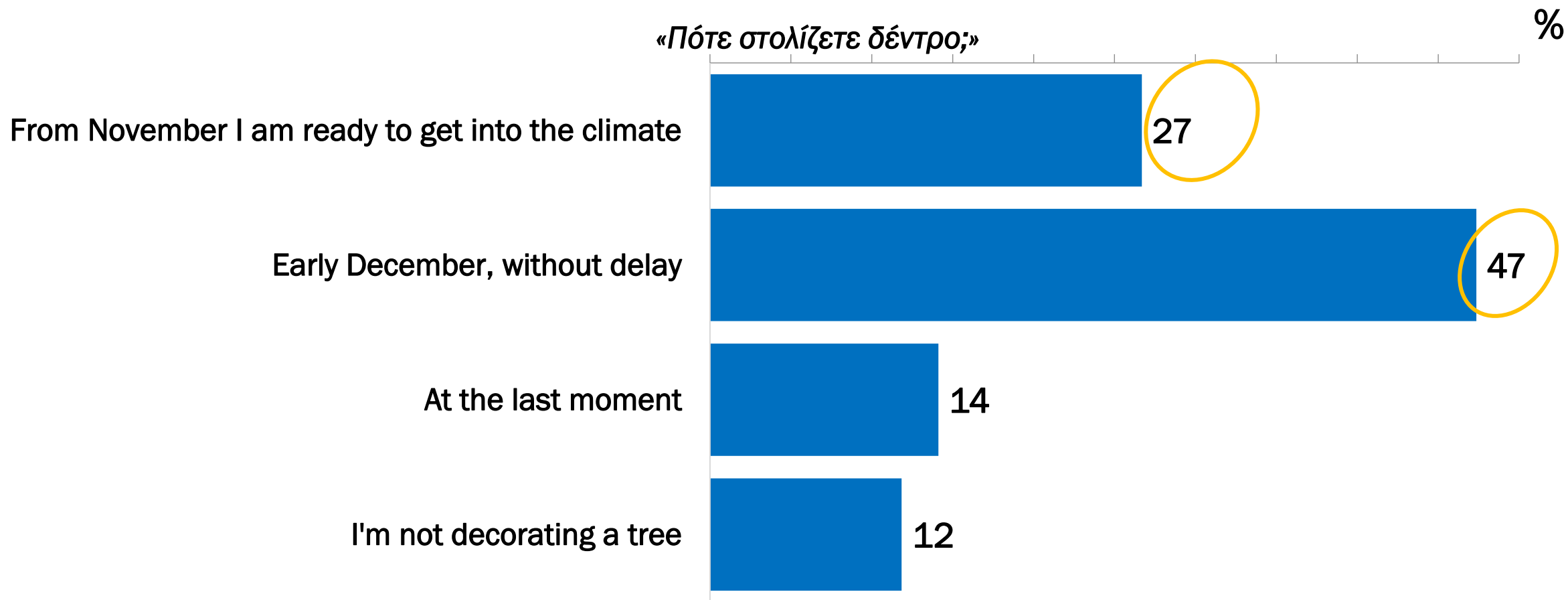
One in three love both equally, especially the older ones, but one in two clearly prefers melomakarona!

"Melomakarona or kourabiedes, which do you like better?"

%



# In the festive mood early: three out of four Greeks decorate the tree at the latest by the beginning of December



# Finally, do we believe in Santa Claus?

## From a symbol of joy to a nice story for children...



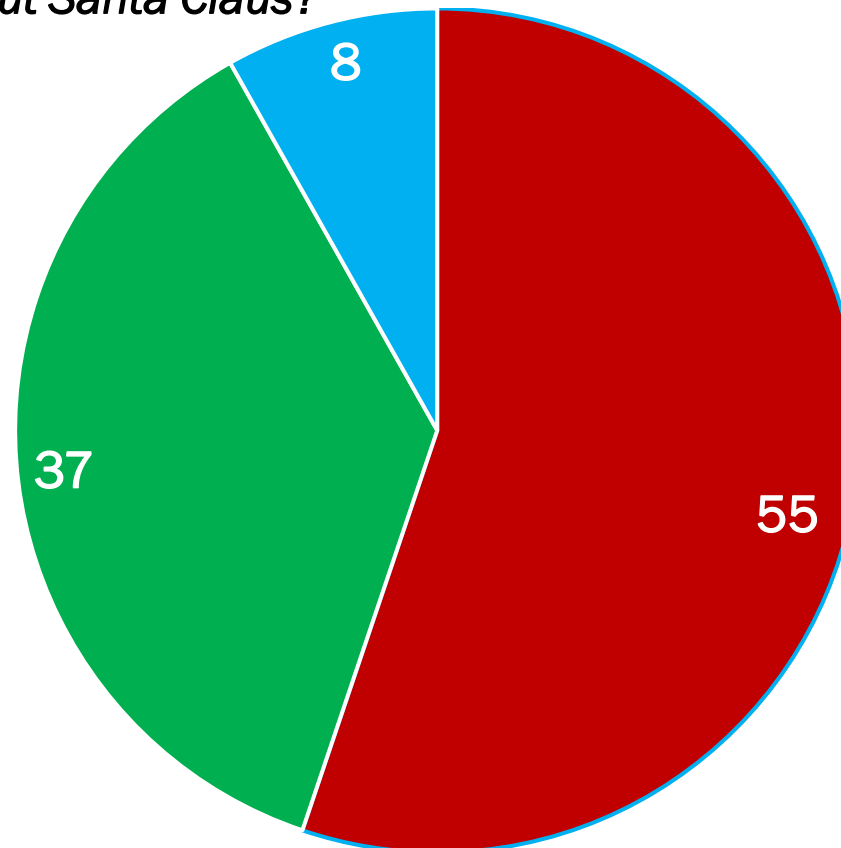
"What do you believe about Santa Claus?"

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It is a symbol that brings the spirit of Christmas to life

It's probably a nice story for the kids

It exists and brings grace and gifts every year



# Key Learnings

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1

The Christmas tradition has a special place in the lives of Greeks, with families with minor children and older ones showing particular zeal. Three out of four decorate a tree by early December.

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2

More than one in two people split their shopping between physical and online stores, while many prefer exclusively physical stores to experience the festive atmosphere, especially older ages and Thessalonikians. The budget for their own holiday shopping is an average of €97.1, while they expect to spend an average of €116.8 on gifts for their loved ones.

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3

For Christmas sweets, half of Greeks prefer homemade and ready-made sweets, combining practicality with tradition. Preparing them at home is a process they enjoy either making them themselves or participating in their preparation. Melomakarona is clearly the most popular choice.

# **The festive identity of Greeks: What they prefer and what inspires them**

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*Thank you!*

Want more info? Ask [xenia@focus.gr](mailto:xenia@focus.gr)

