

Approaching Beauty in Greece: Perceptions, Habits & Attitudes

National Survey Results
February 2025





We'll see...



Perceptions and attitudes about beauty



Beauty Routine: needs - habits



Attitudes towards Aesthetic
Interventions

Research Specifications



Due to the nature of the subject of the research, most of the findings are presented among women, while in some places the findings of men are also mentioned

The first publication of the main findings was made in 48ⁿ COSMOESTETICA on 15 February 2025 in Thessaloniki

Research Specifications

Online interviews via YouGov panel

Structured questionnaire

Population : Men - Women 18+ Nationwide

Representative sample :1209 persons. - Men : 581, Women : 628

Conduct : January 2025

Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

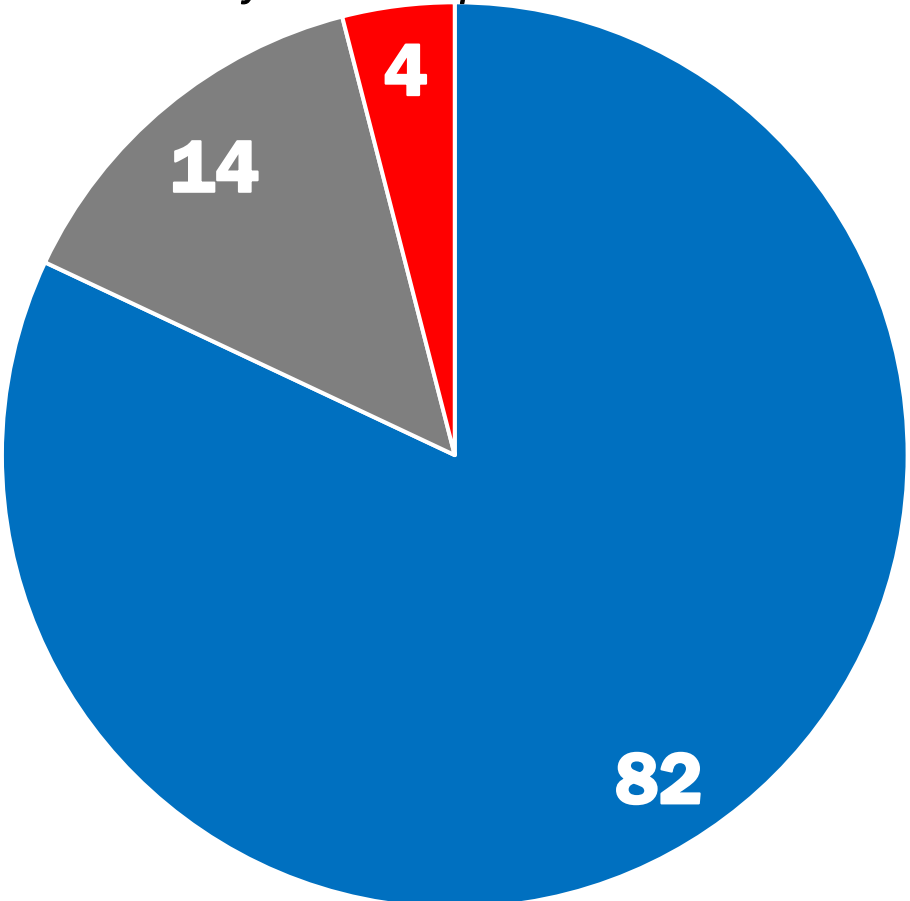
SECTION A:

Perceptions and attitudes towards beauty

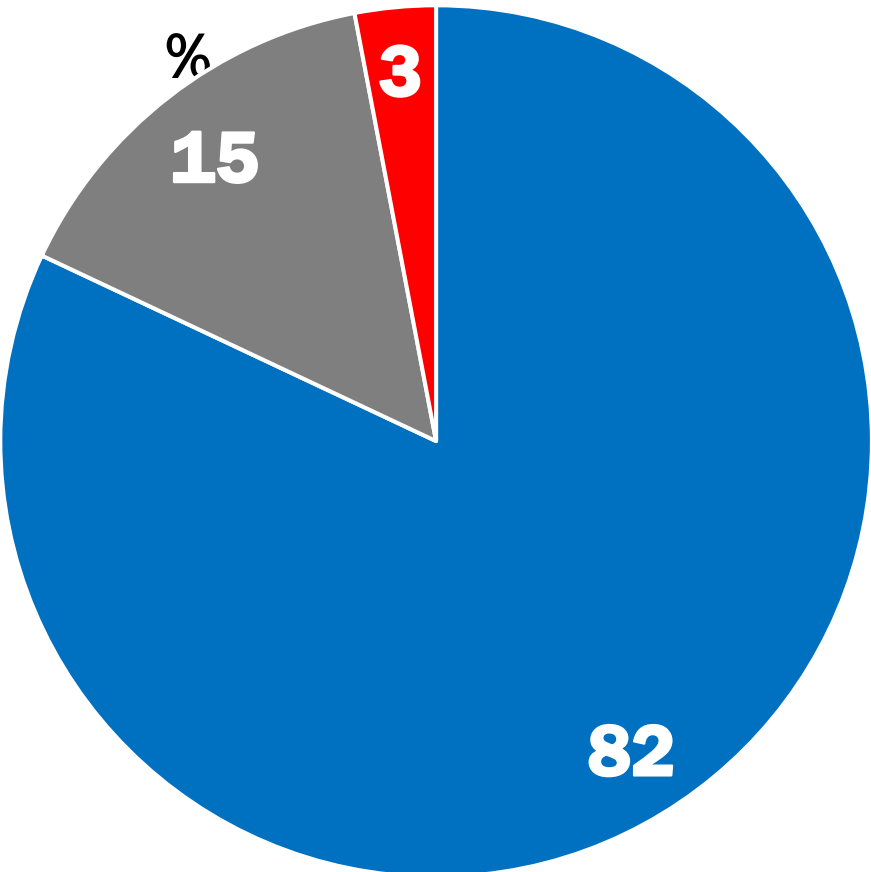


Eight out of ten Greek women understand the value of inner beauty, but grooming is the "key" to self-confidence

"Inner beauty is more important from the outside"



"Pampering and taking care of myself makes me feel better."

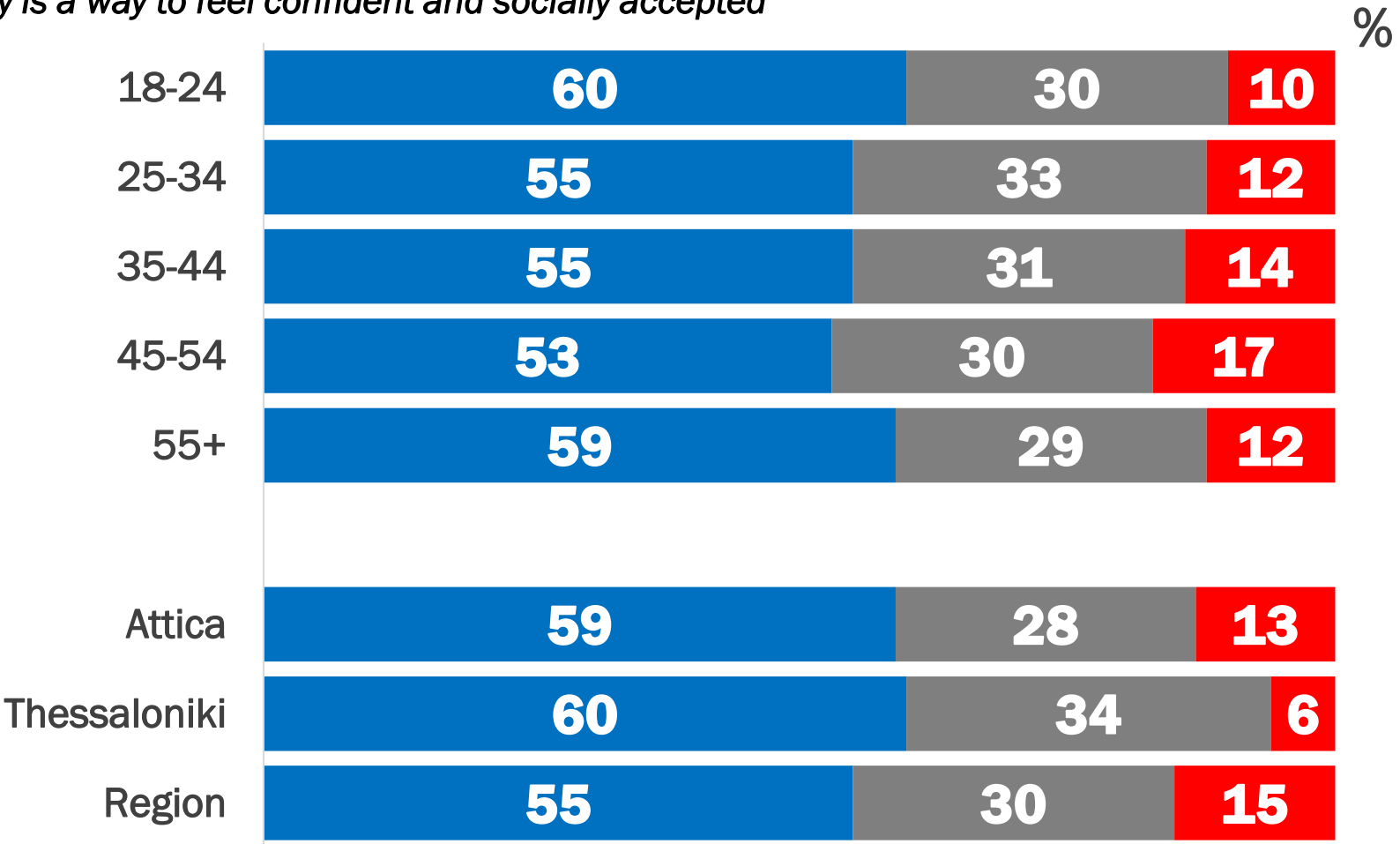
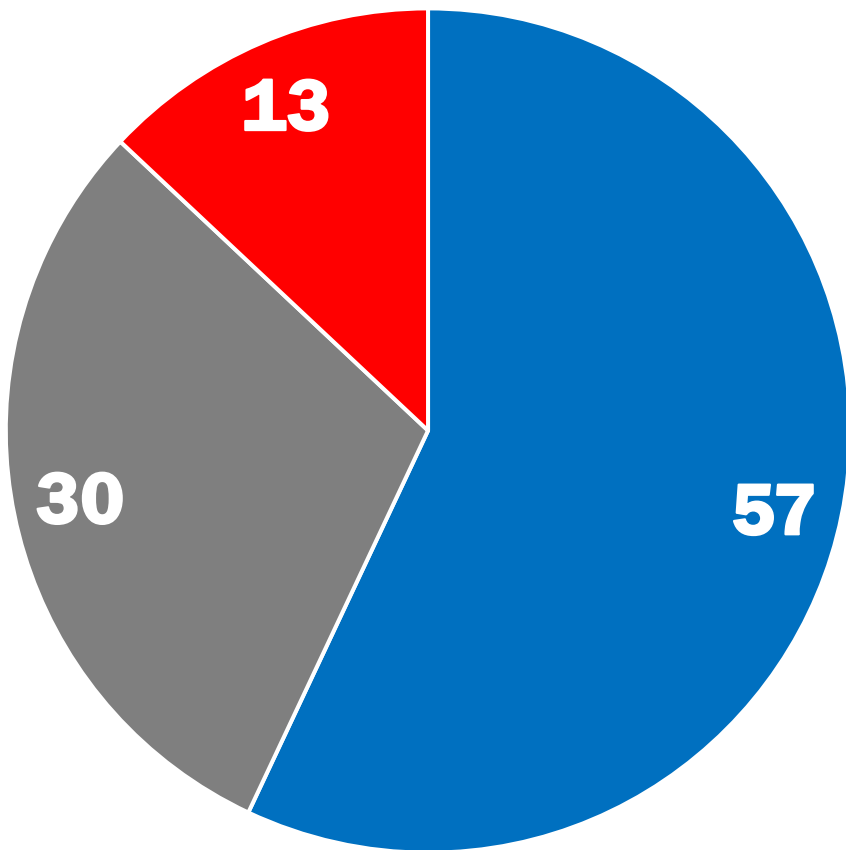


■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

Base: women 18+ Nationwide

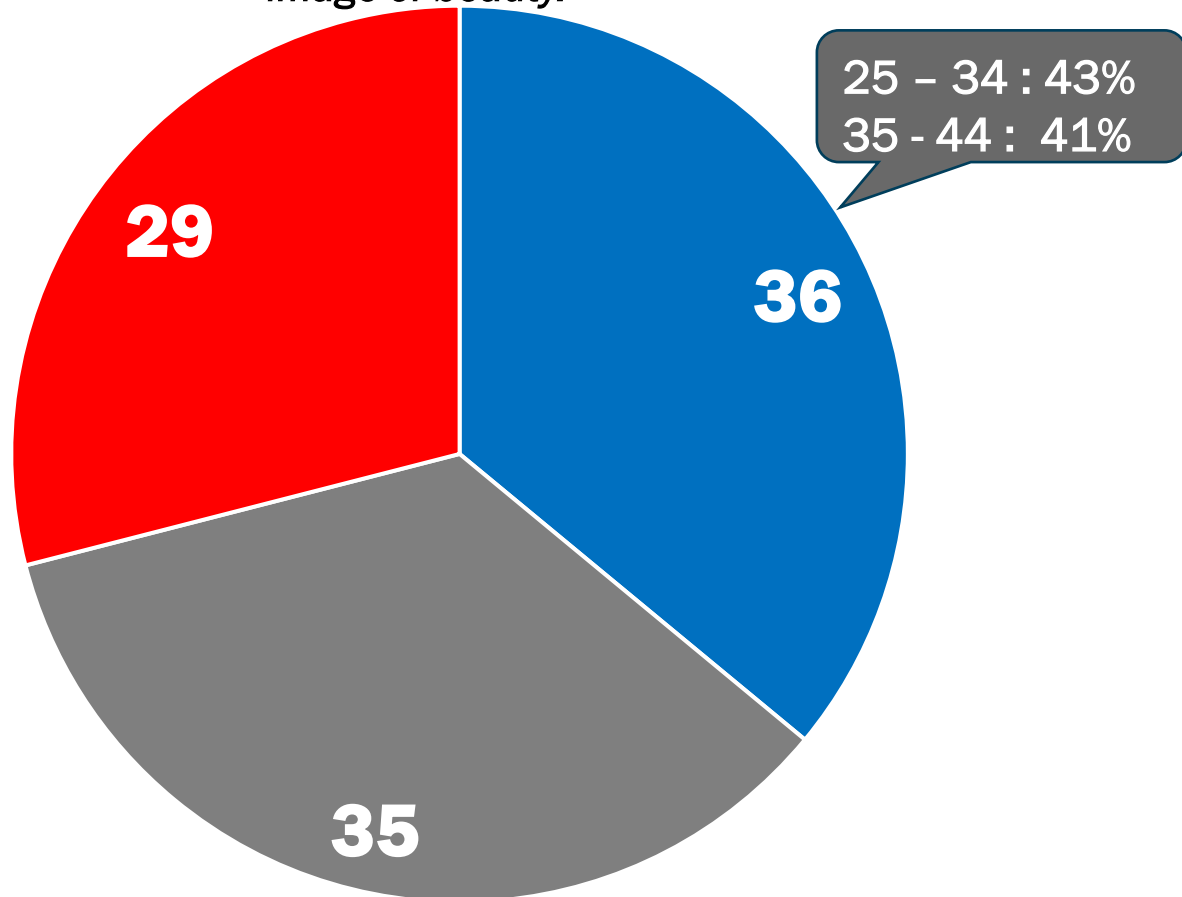
A sense of beauty strengthens self-esteem, say about six out of ten Greek women with consensus from all ages

"Beauty is a way to feel confident and socially accepted"

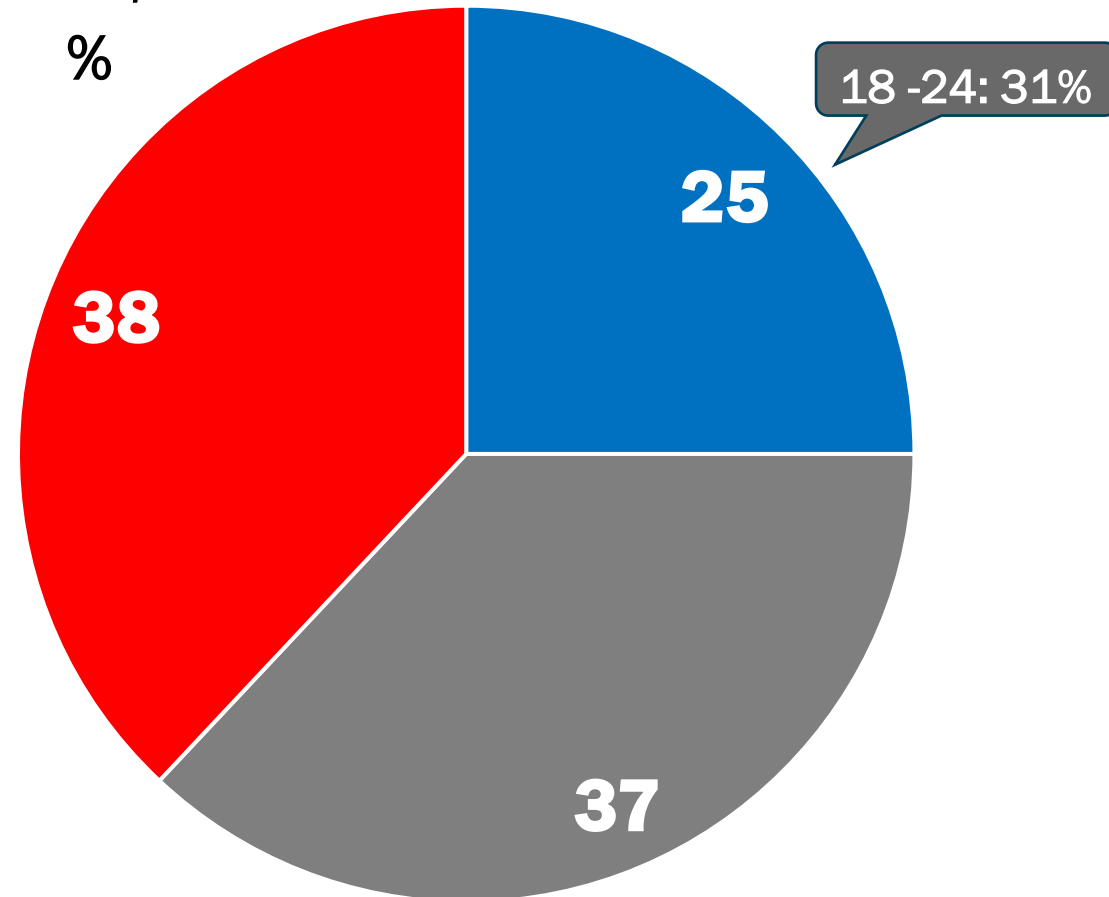


Divided opinions on the influence of trends on beauty, only one in four Greek women give priority to cosmetics over fashion, especially the younger ones

"Modern trends and fashion define the image of beauty."



"Lately I've been buying cosmetics, treatments and beauty/care products more than clothes or shoes."

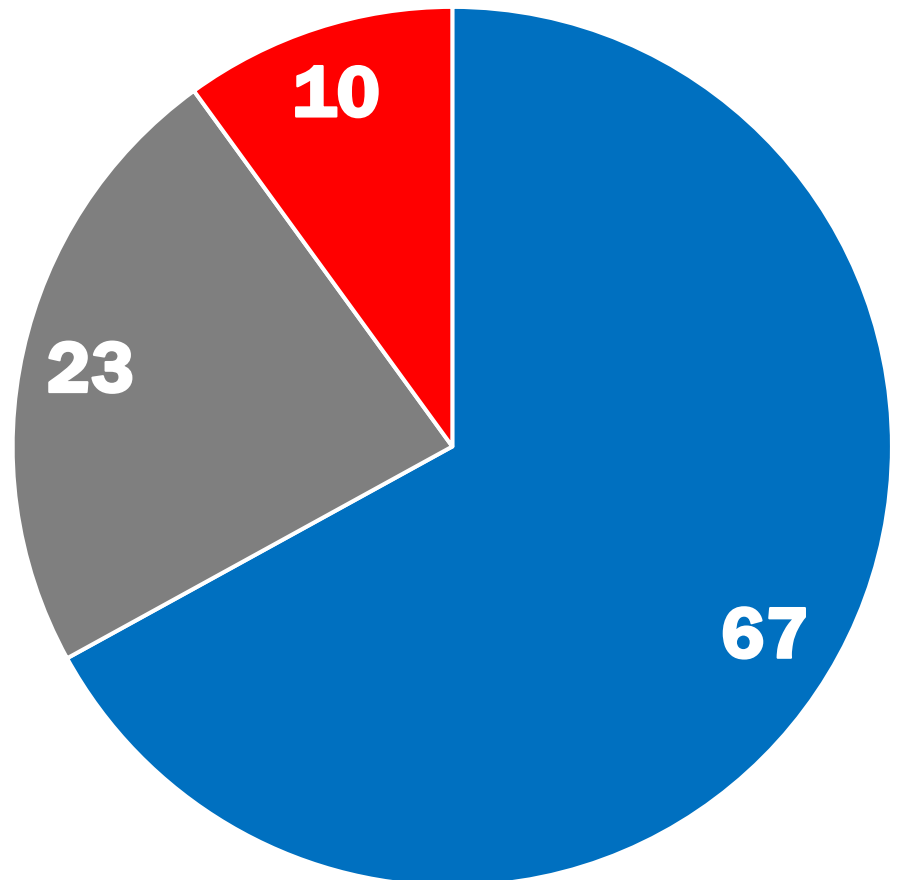


■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

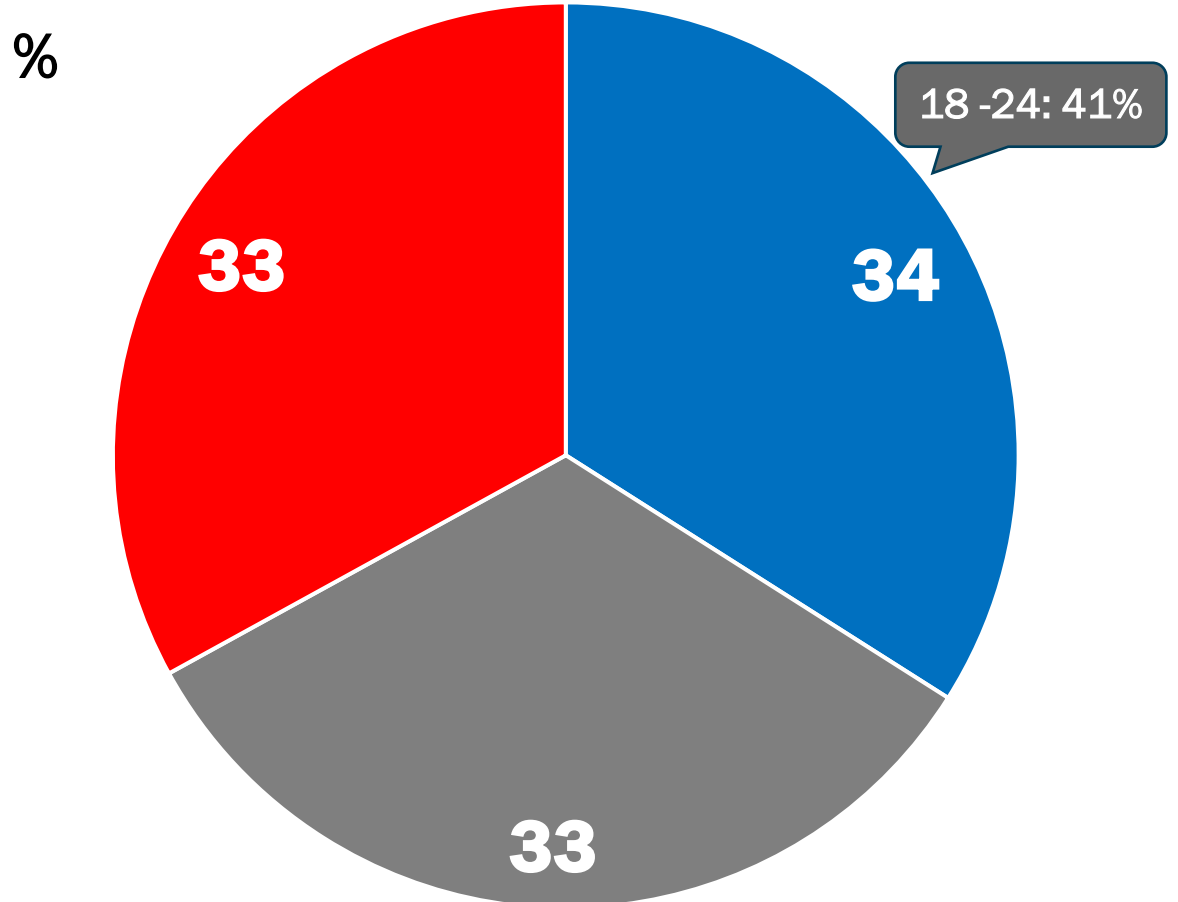
Base: Women 18+ Nationwide

Evolution of priorities: with less make-up, more care, Greek women find the golden mean in beauty, while 18-24 year olds appear in a more extreme mood

"Lately I prefer to be more natural, I avoid a lot of cosmetics and a lot of painting"

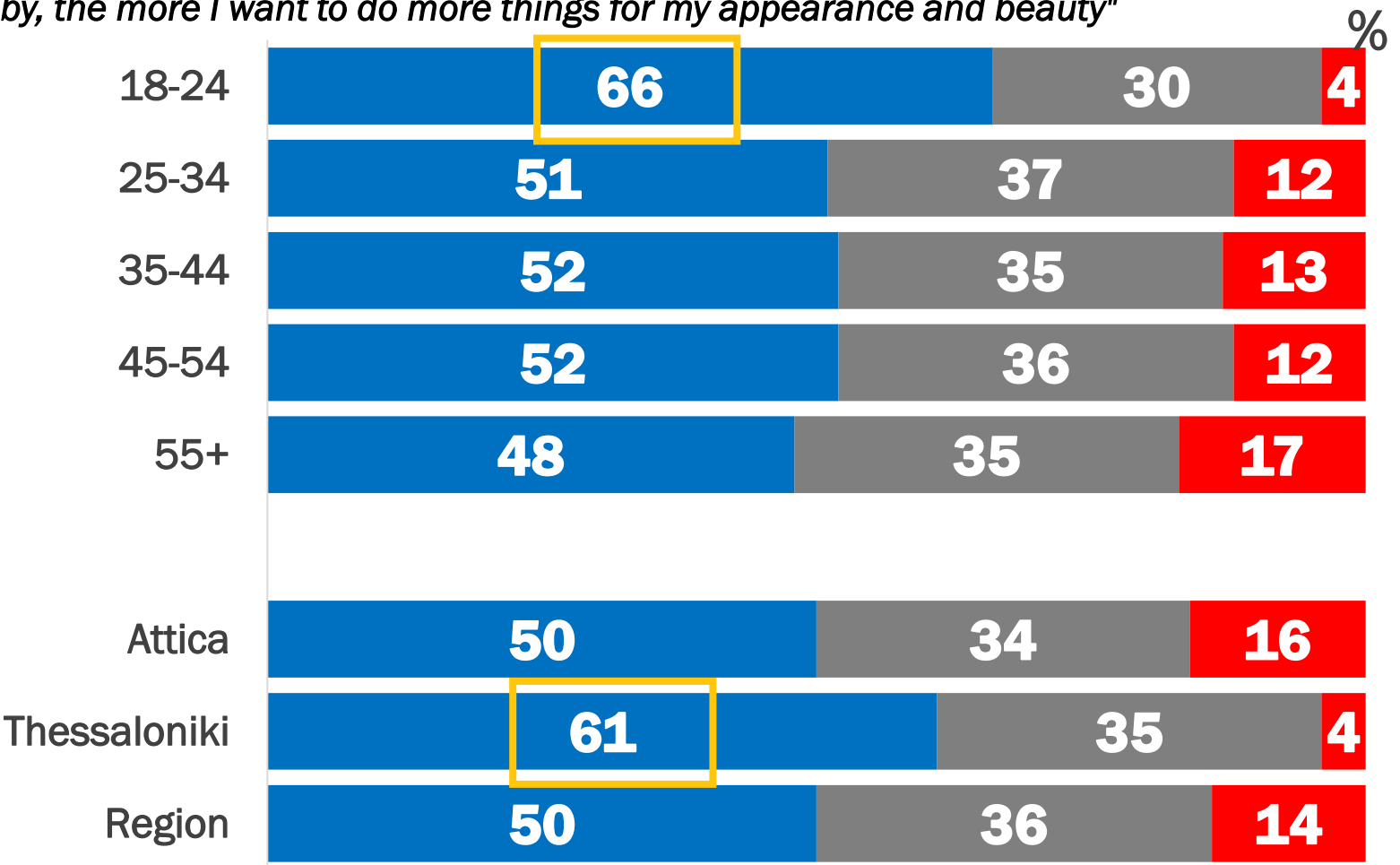
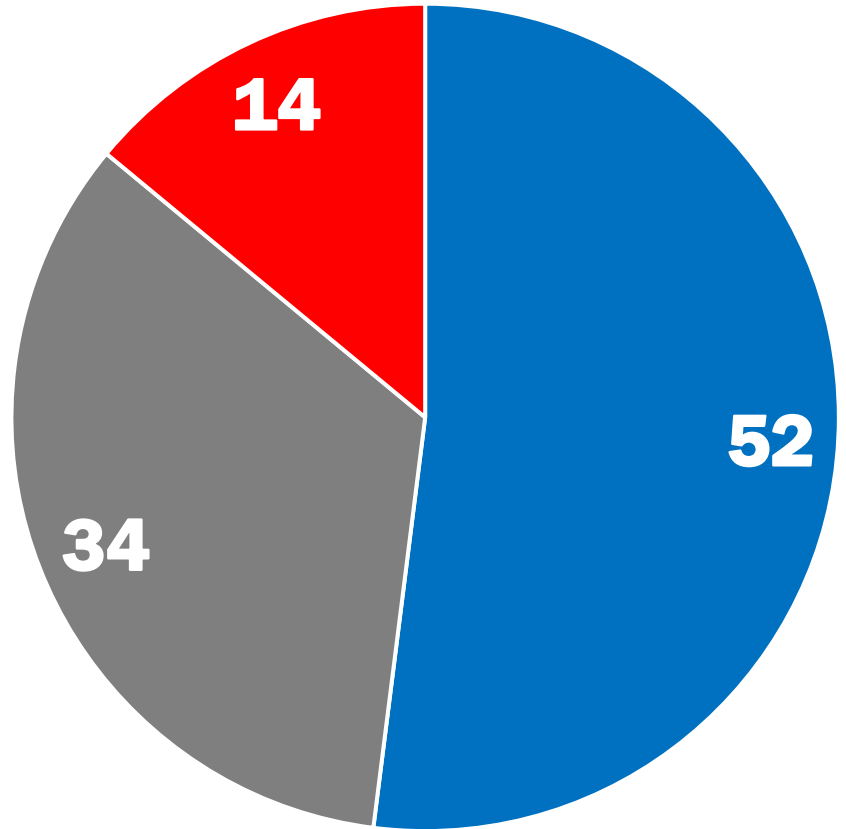


"Taking care of my appearance with cosmetics, treatments and beauty products is one of my top priorities.."



Half of Greek women invest in beauty and grooming, with younger women and those from Thessaloniki investing more intensively

"The more time goes by, the more I want to do more things for my appearance and beauty"



■ I agree very much/ quite a lot

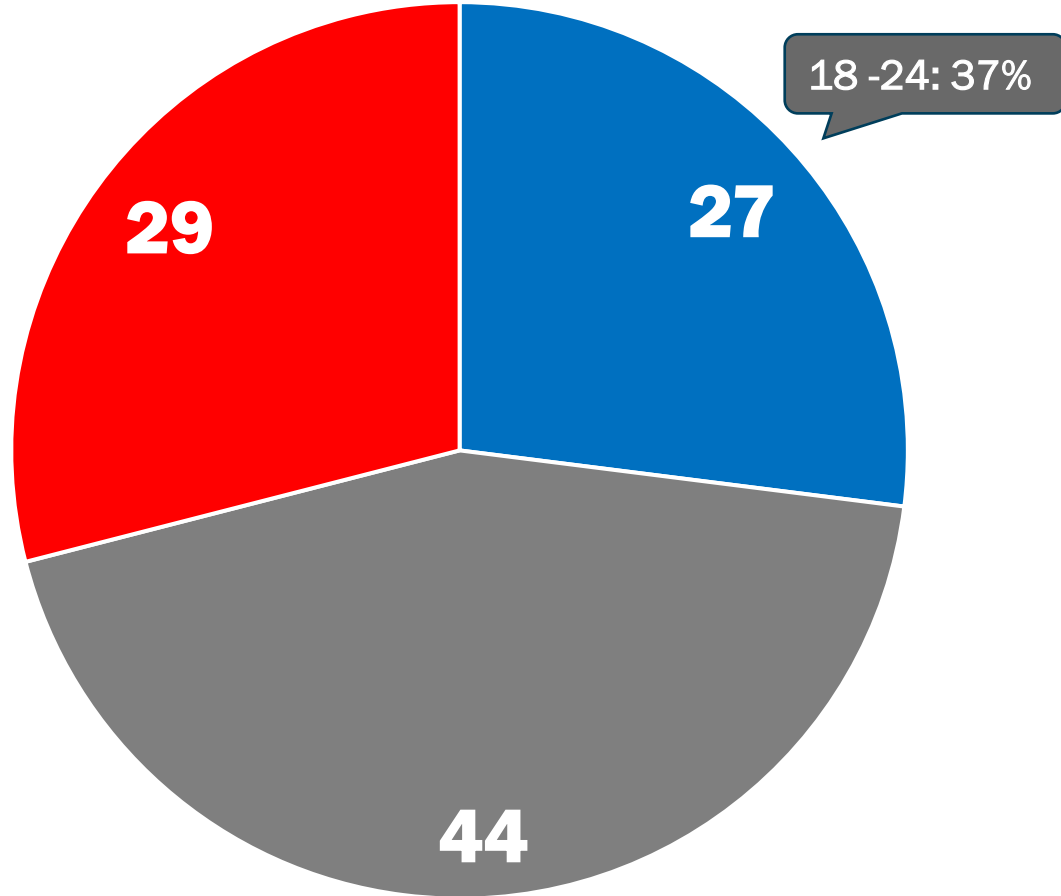
■ Neither agree nor disagree

■ Disagree very/quite disagree

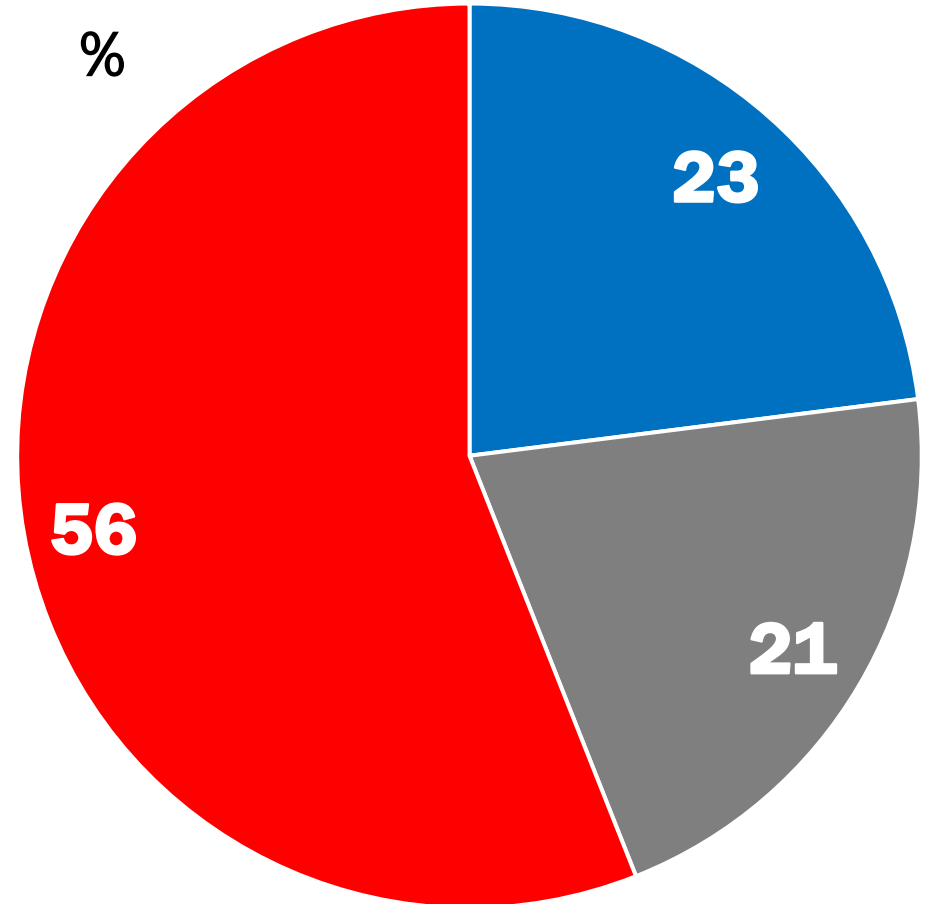
Base: Women 18+ Nationwide

Naturalness is dominant: Only one in four Greek women remains faithful to makeup with covid being a thing of the past

"Especially after COVID, I take much more care of my health/beauty/appearance than I used to.."



"I never go out without makeup."



■ I agree very much/ quite a lot

■ Neither agree nor disagree

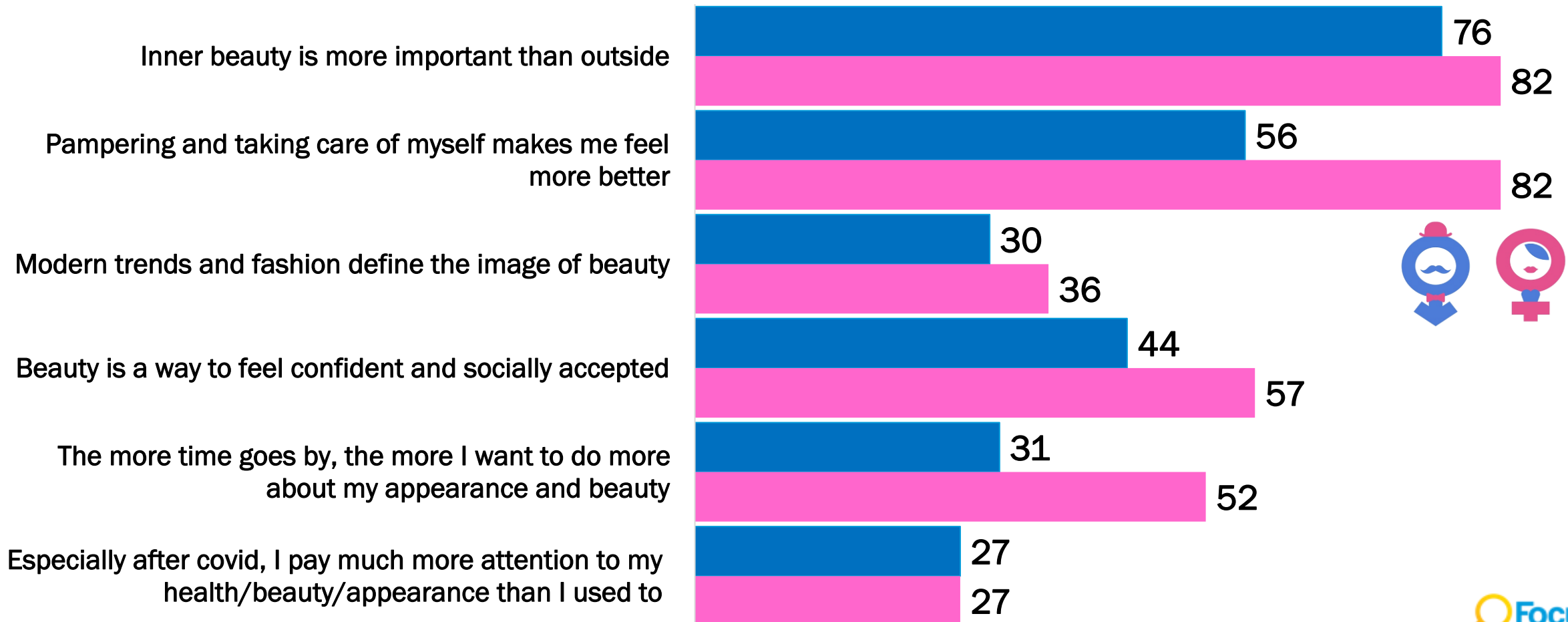
■ Disagree very/quite disagree

Base: Women 18+ Nationwide

Inner beauty and self-care: Equally important factors for men and women in their affirmation with different dynamics

Declaration of agreement (I agree very much / quite a lot) Men - Women, on the following phrases:

%



SECTION B:

Beauty Routine: needs - habits

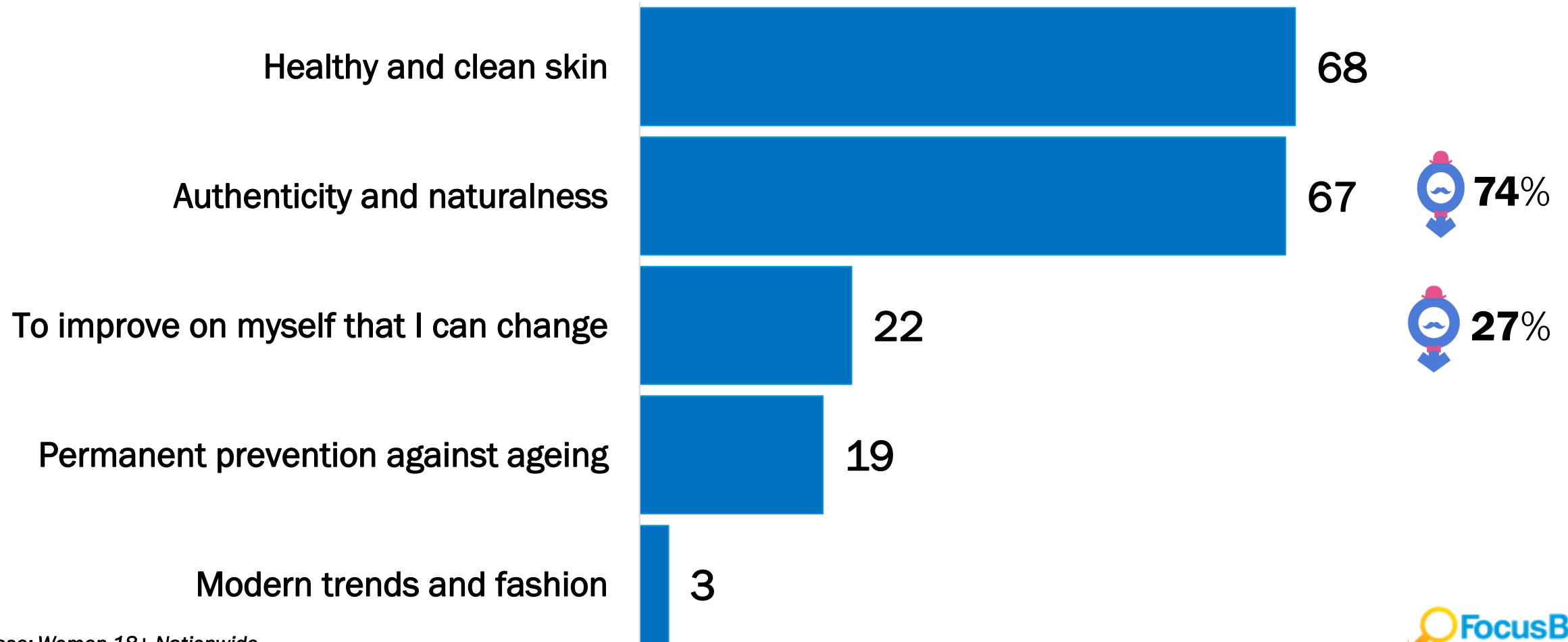


Beauty is redefined:

Two out of three Greek women associate it with health, naturalness & authenticity, but improvement & anti-aging are also important

"What values do you consider most important when you think about beauty?"

%

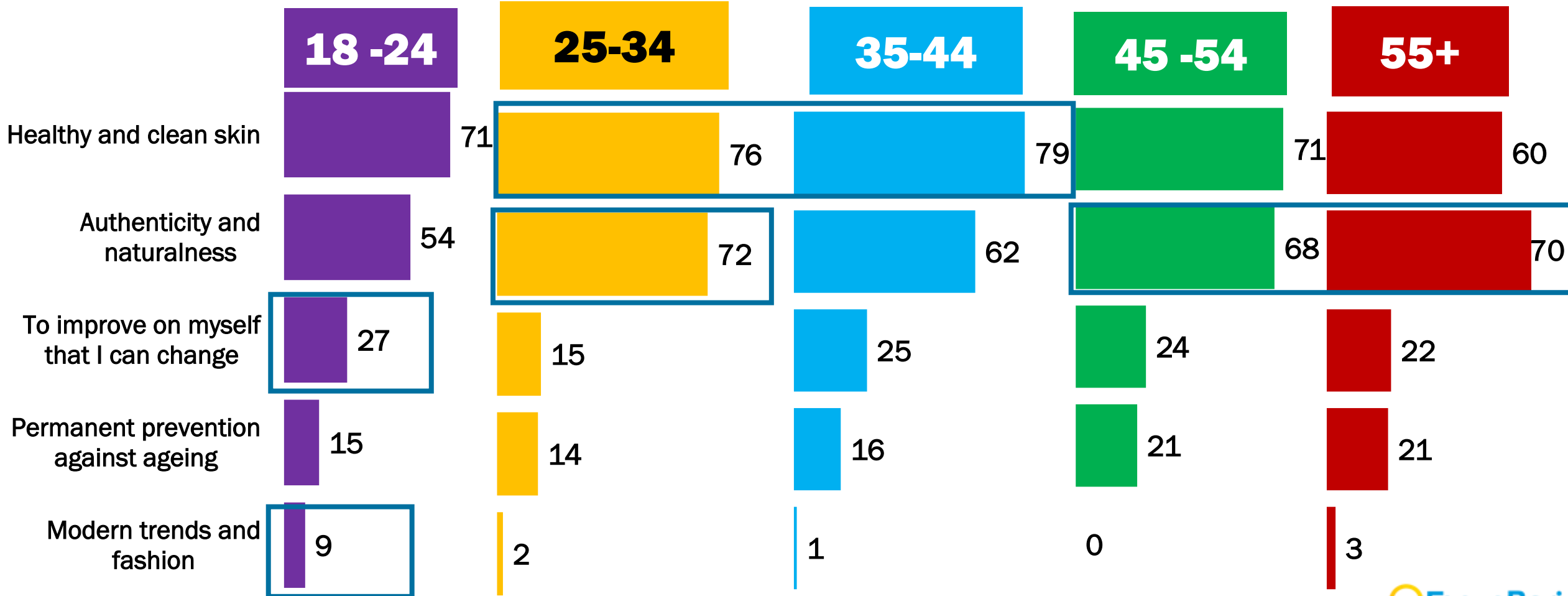


Base: Women 18+ Nationwide

Each age with different priorities: Mature women focus on naturalness, 25-44 on health and skin purity, while younger women are more subversive

"What values do you consider most important when you think about beauty?"

%



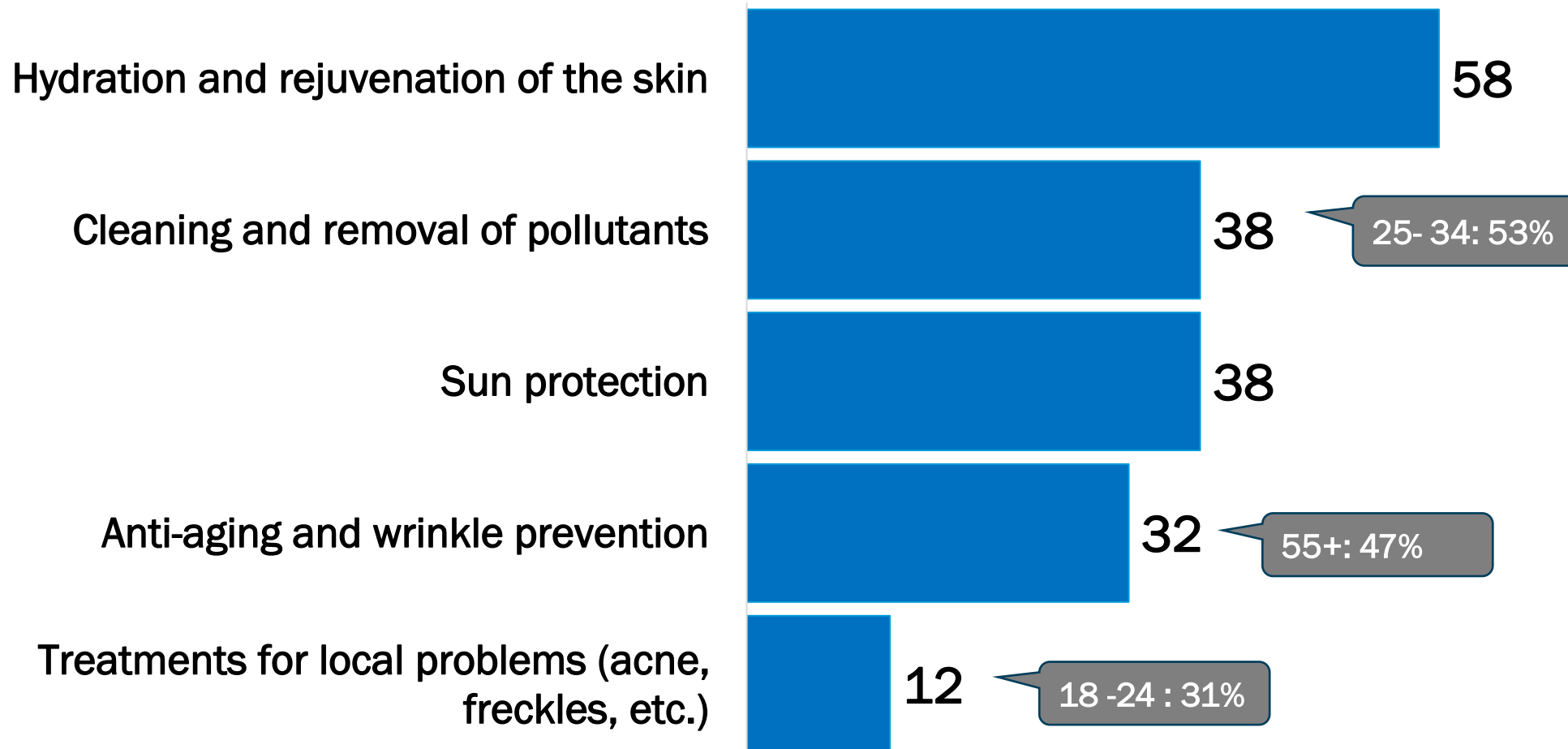
Base: Women 18+ Nationwide

Greek & Beauty:

Hydration dominates as a need for skin, as well as cleansing, sun protection and anti-aging

"What are your basic skincare needs?"

%

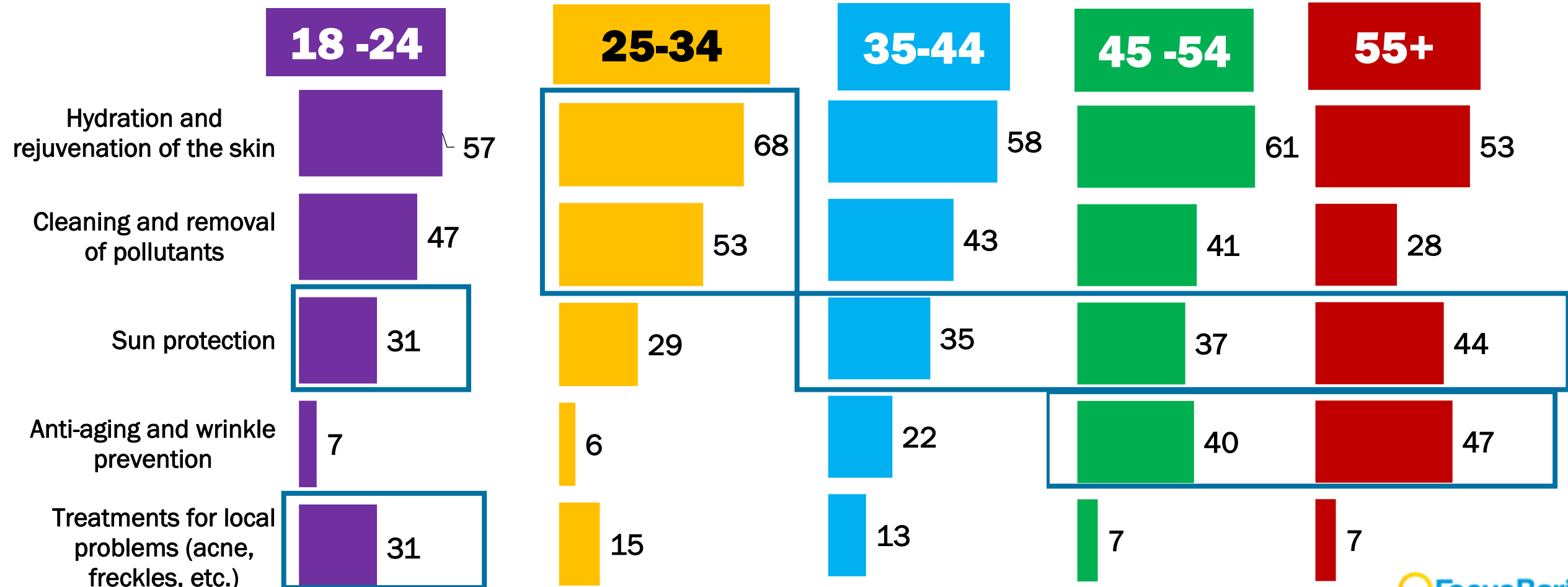


Base: Women 18+ Nationwide

Older ones focus on anti-aging, 25-34 on hydration, younger ones on fighting local problems, while anti-aging remains the focus

"What are your basic skincare needs?"

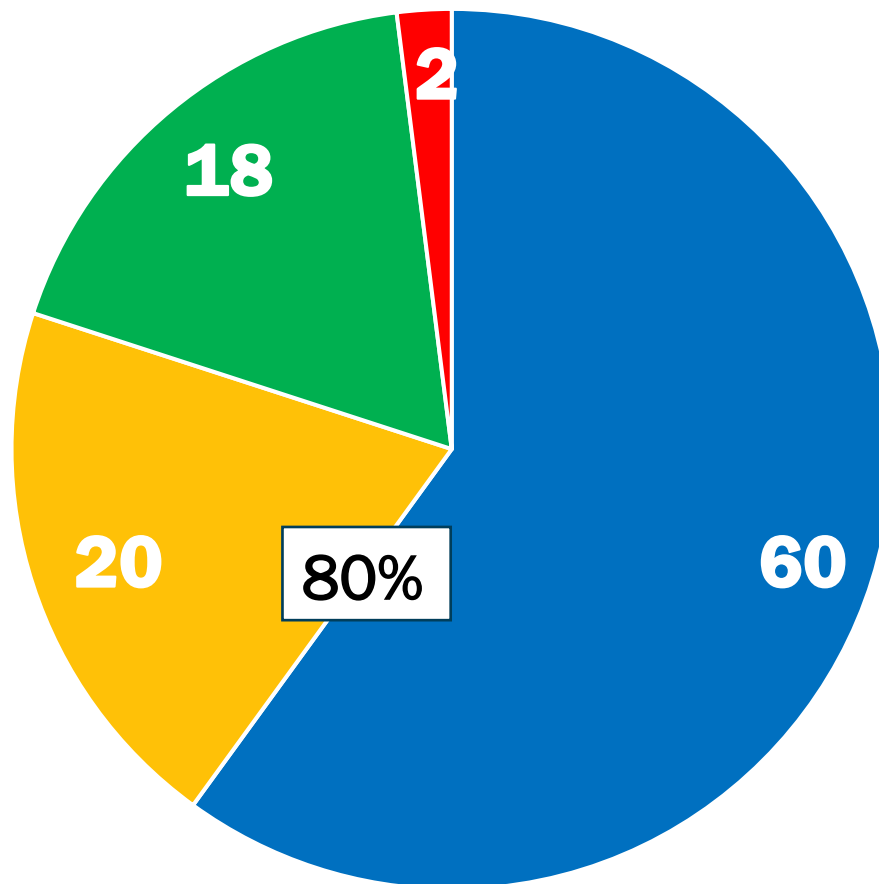
%



Base: Women 18+ Nationwide

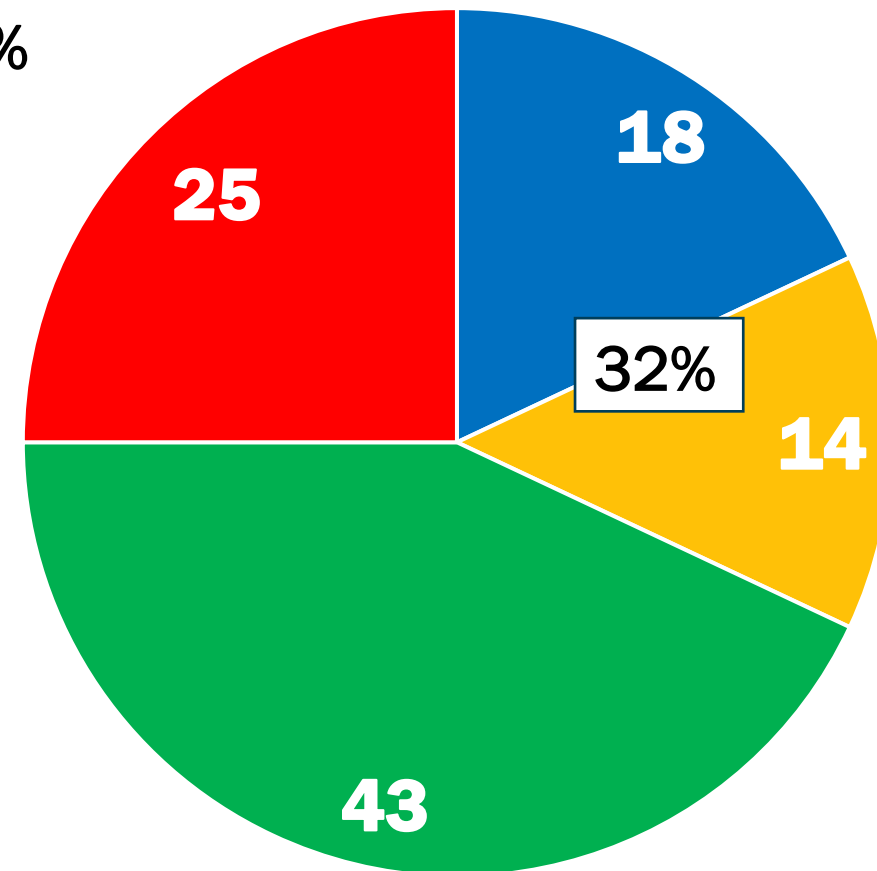
The daily/frequent use of skin care products is a "must" for **4 out of 5 Greek women**, and for **1 out of 3 men!**

"How often do you use skincare products (e.g. cleansers, moisturisers, sunscreen)..."



Women 18+ Nationwide

%



Men 18+ Nationwide

SECTION C:

Attitudes to aesthetic interventions



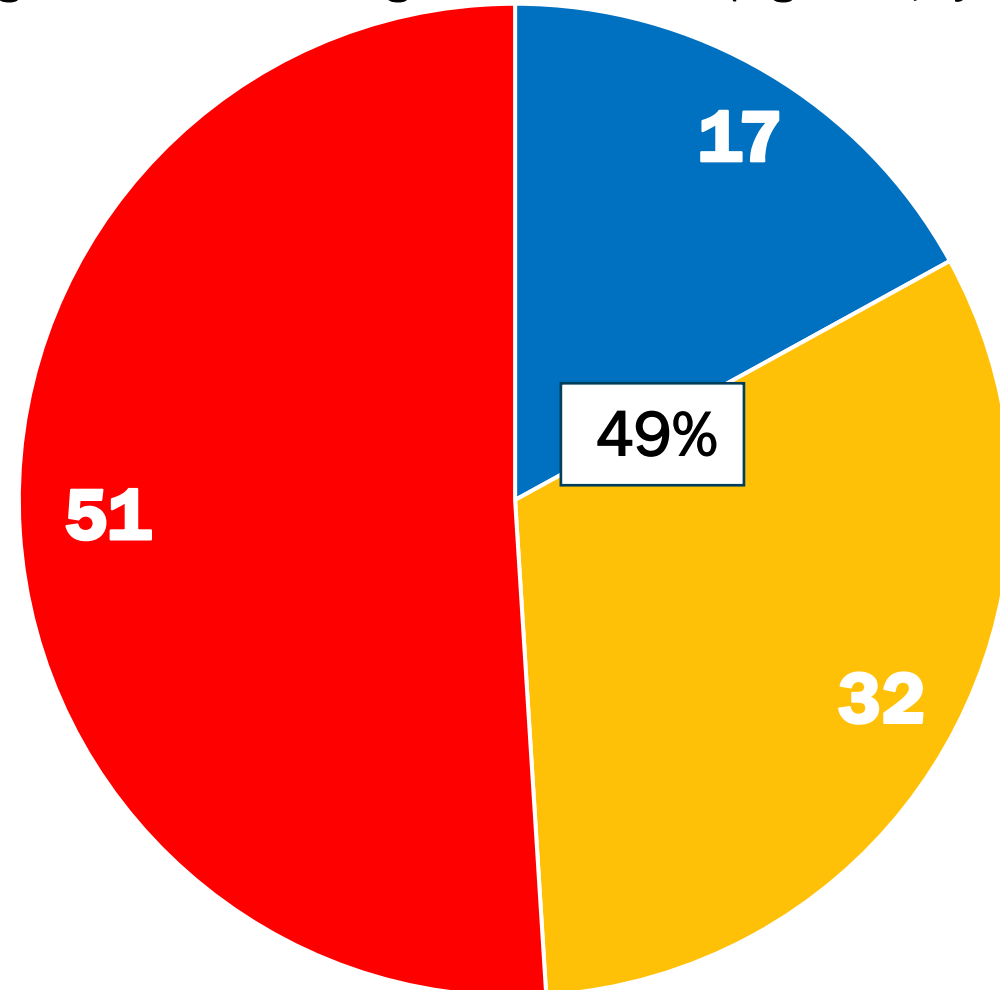
Aesthetic Dermatological Interventions: One in two Greek women say "yes", the rest hesitate

"Which of the following applies to you personally regarding cosmetic dermatological interventions (e.g. botox, hyaluronic)? %

I have had one or more cosmetic dermatological interventions /I plan to have one in the future

I haven't done it but maybe in the future

I do not intend to have any cosmetic dermatological intervention

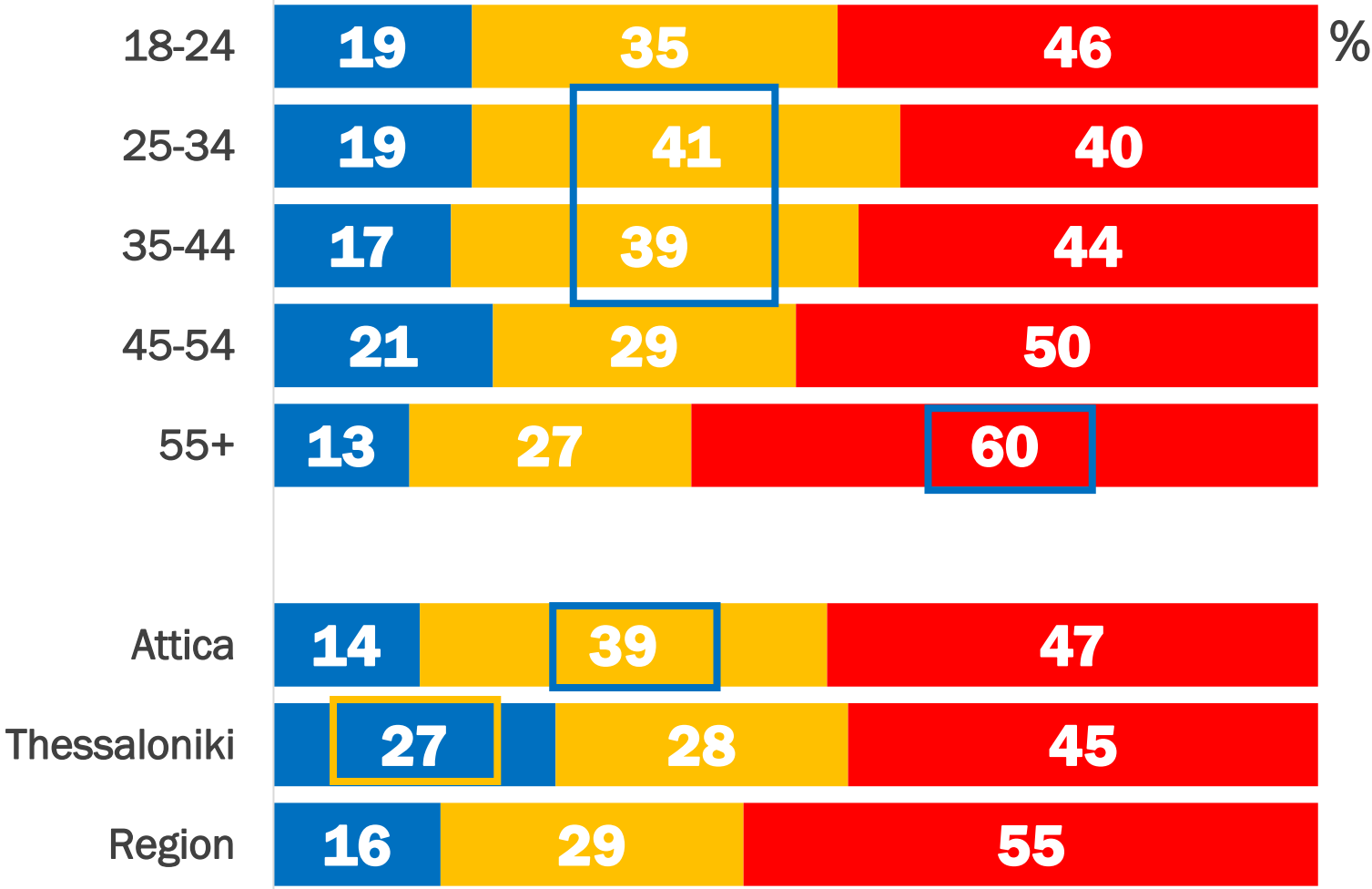


Thessaloniki women say "yes" to aesthetic interventions, Athenians 25-44 are considering it, while the 55+ are more cautious

I have had one or more cosmetic dermatological interventions /I plan to have one in the future

I haven't done it but maybe in the future

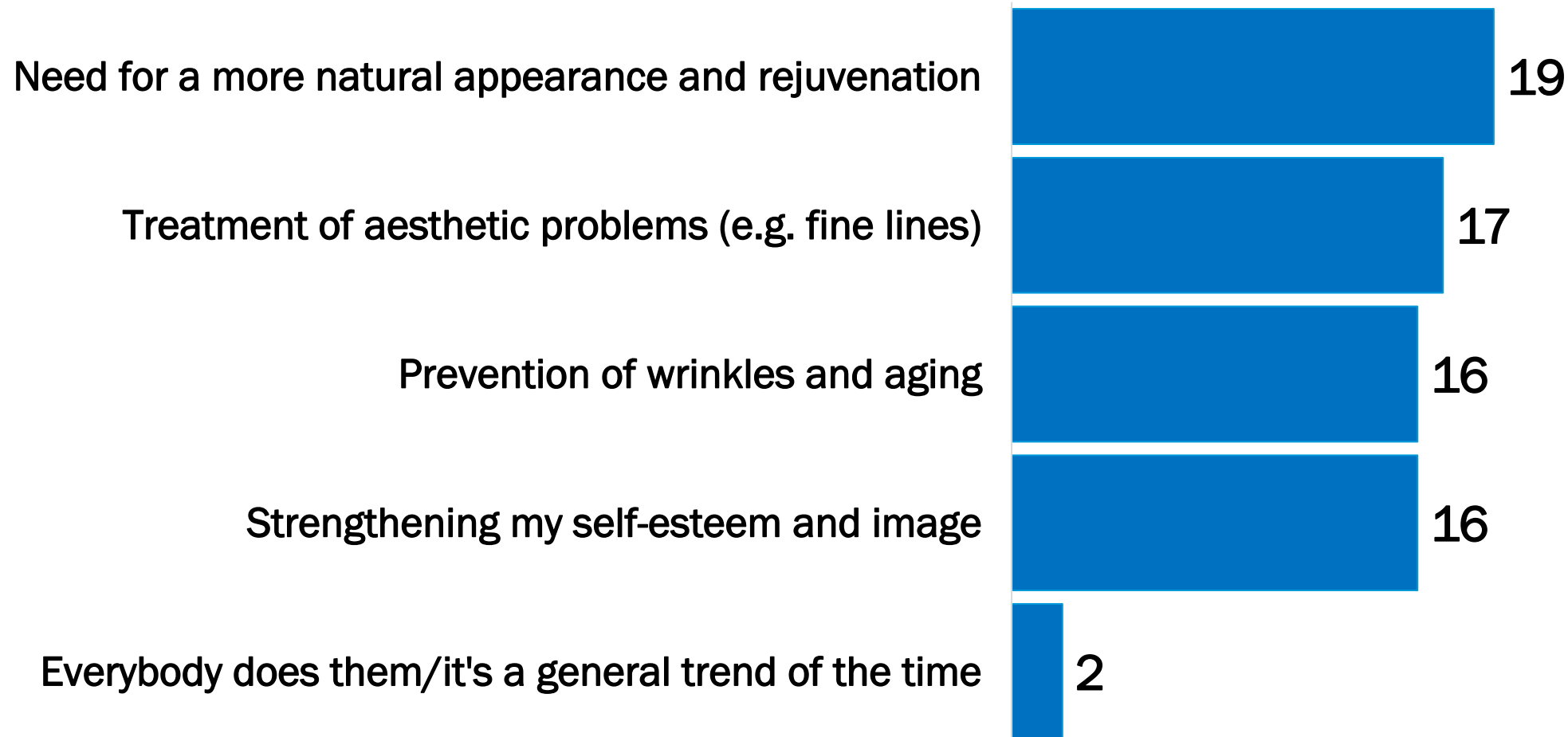
I do not intend to have any cosmetic dermatological intervention



Base: Women 18+ Nationwide

Aesthetic Dermatological Interventions: Beauty, Youth & Youth, Youth and Youthfulness, Youth and Confidence in One Motion, according to the Greek women

*"What are the main reasons why you have had or plan to have a dermatological aesthetic intervention?
(Botox, hyaluronate, etc.)"*



Base: women 18+ Nationwide

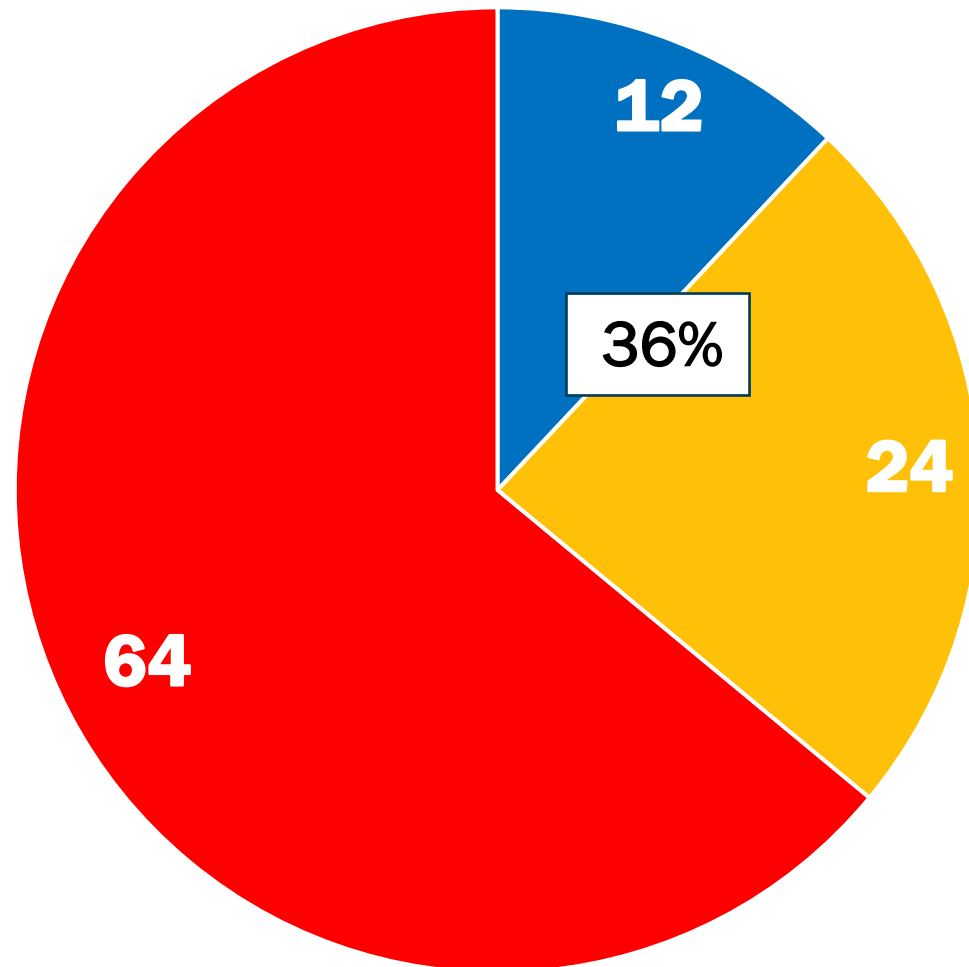
Aesthetic Plastic Surgery: A more restrained choice for most Greek women, at least at the level of declaration with two out of three refusing them

"Which of the following applies to you personally regarding cosmetic plastic surgery
(e.g. liposuction, breast augmentation, rhinoplasty)?"

I have had one or more cosmetic plastic
surgeries / I plan to have one in the
future

I haven't, but maybe in the future

I do not intend to have any cosmetic
plastic surgery

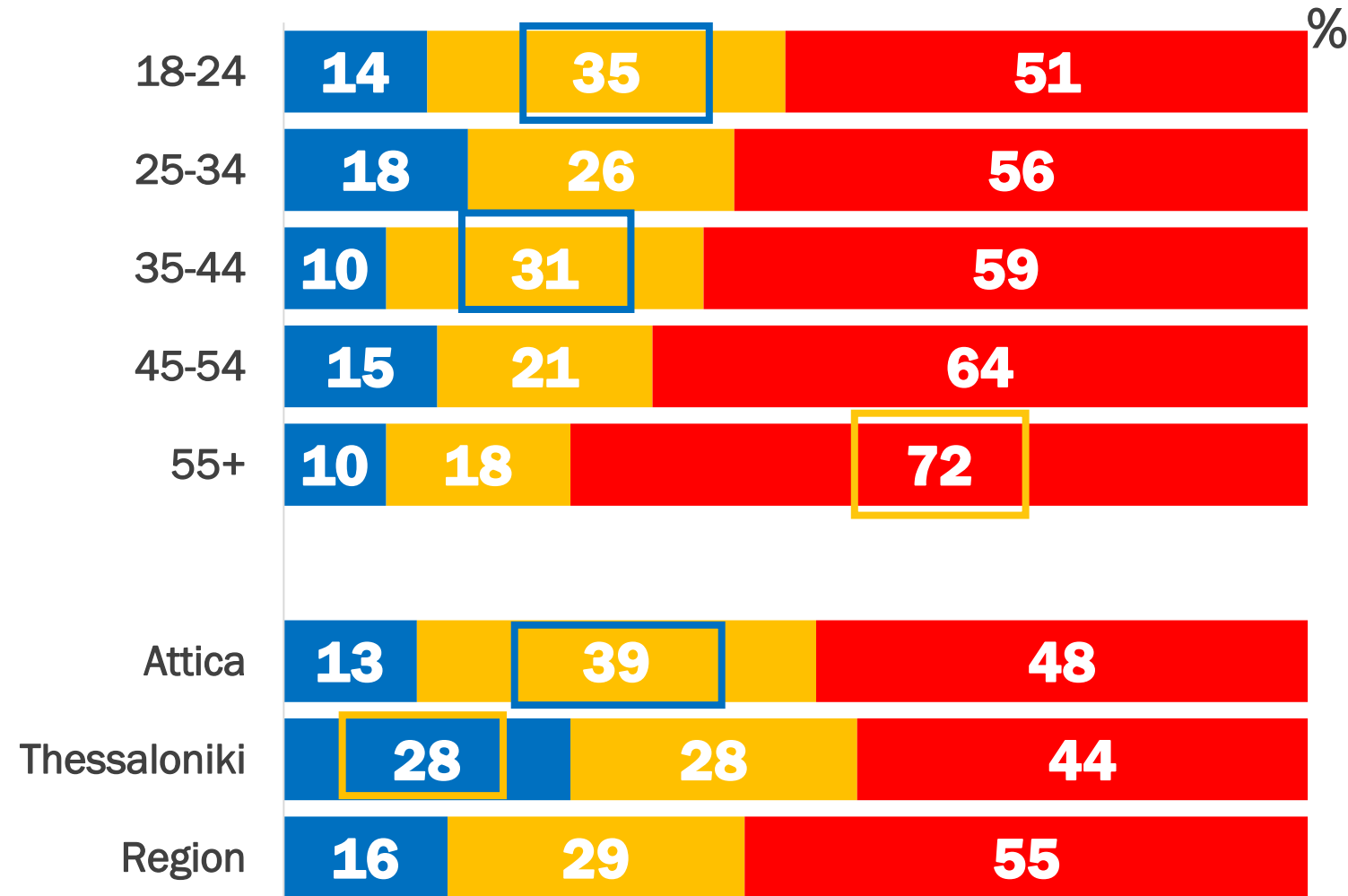


Women from Thessaloniki and younger age groups show more positive attitude towards plastic surgery

I have had one or more cosmetic plastic surgeries / I plan to have one in the future

I haven't, but maybe in the future

I do not intend to have any cosmetic plastic surgery



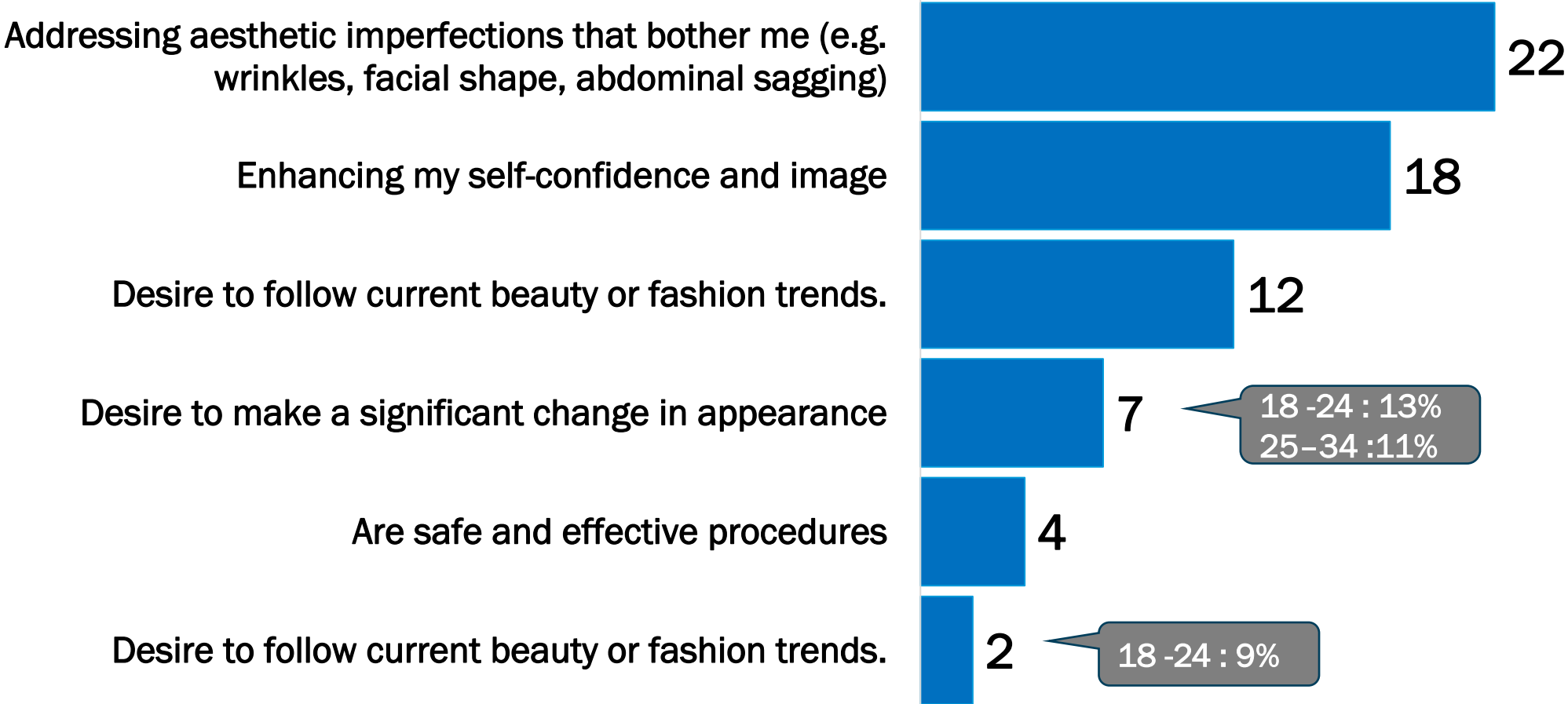
Base: Women 18+ Nationwide

Aesthetic Plastic surgery:

Correcting imperfections and boosting self-confidence are the main motivations for Greek women who are positively inclined

"What are the main reasons why you have chosen or would choose to do a cosmetic plastic surgery?"

%



Base: Women 18+ Nationwide

Key Learnings

1

Inner Beauty and Confidence through Grooming: Greek women recognize the importance of inner beauty however grooming remains the "key" to boosting self-confidence. Hydration is the main need for skincare, followed by cleansing, sun protection and anti-aging.

2

Beauty Routine: Daily or frequent use of skincare products is now essential for four out of five women in Greece.

Noteworthy: Men's skincare is gaining ground – self-care is no longer just a woman's domain.

3

Change in Beauty Preferences: Greek women are moving towards a more natural look, with less makeup and a greater focus on skincare, naturalness, and authenticity. However, younger age groups (18-24), still prefer more extreme and bold appearances

4

Aesthetic Interventions and Plastic Surgery: One in two Greek women are open to cosmetic dermatological interventions, considering them a way to enhance their beauty and self-confidence. However, cosmetic plastic surgery remains a more reserved option.

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Thank you!

Want more info? Ask xenia@focus.gr

