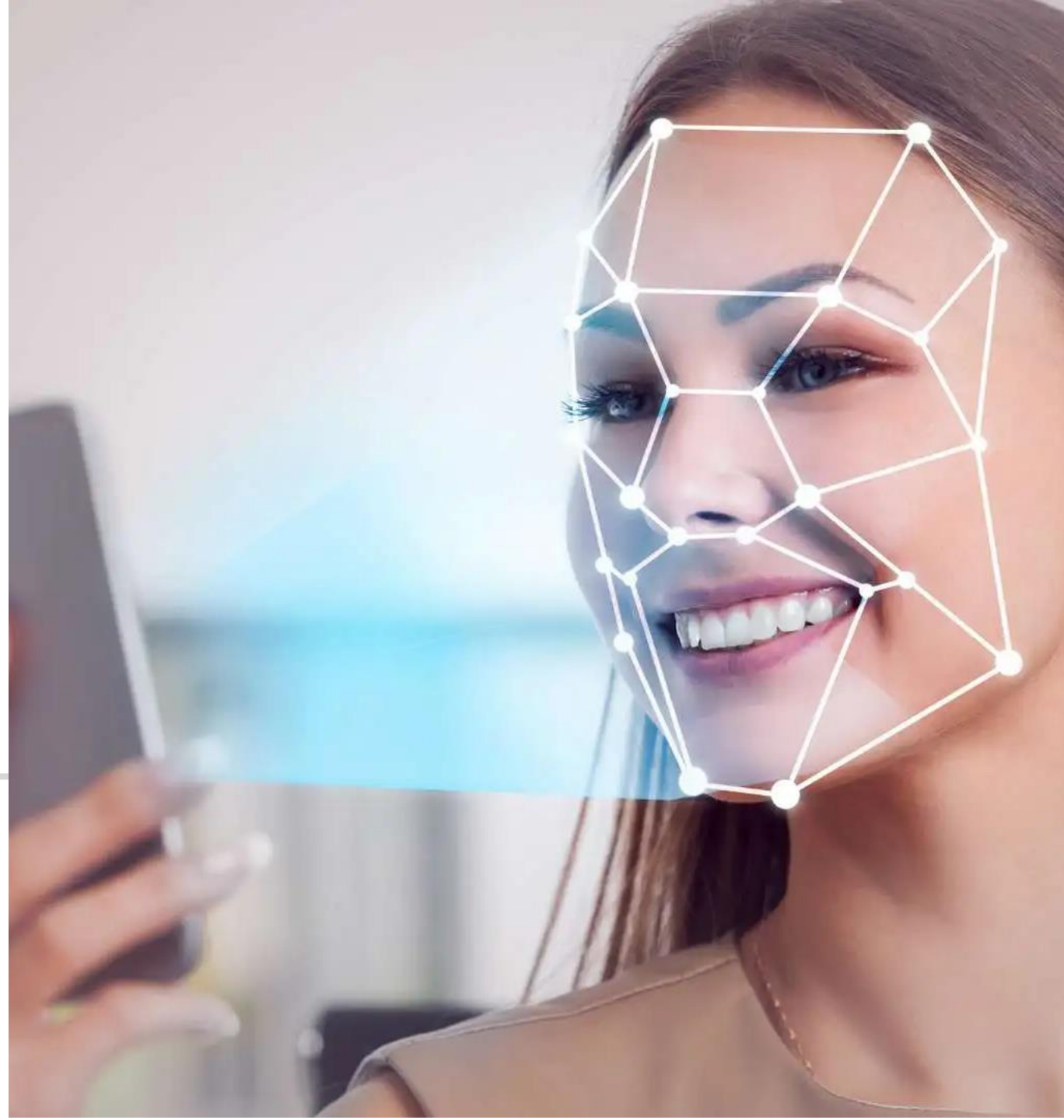


Beauty & self-expression in the digital age: Attitudes of Greek women

National Survey Results
March 2025






We'll see...



Online Habits



Information and influences
in the world of beauty



Digital expression

Research specifications



The current presentation includes data from a nationwide survey, with findings presented in 48ⁿ Cosmoestetica on 15 February 2025 in Thessaloniki. In addition, it incorporates data from YouGov Profiles, providing further insights into women's trends and attitudes.

Research specifications

The findings are presented among women

Online interviews via YouGov panel

Structured questionnaire

Population : Men - Women 18+ Nationwide

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

Conduct : January 2025

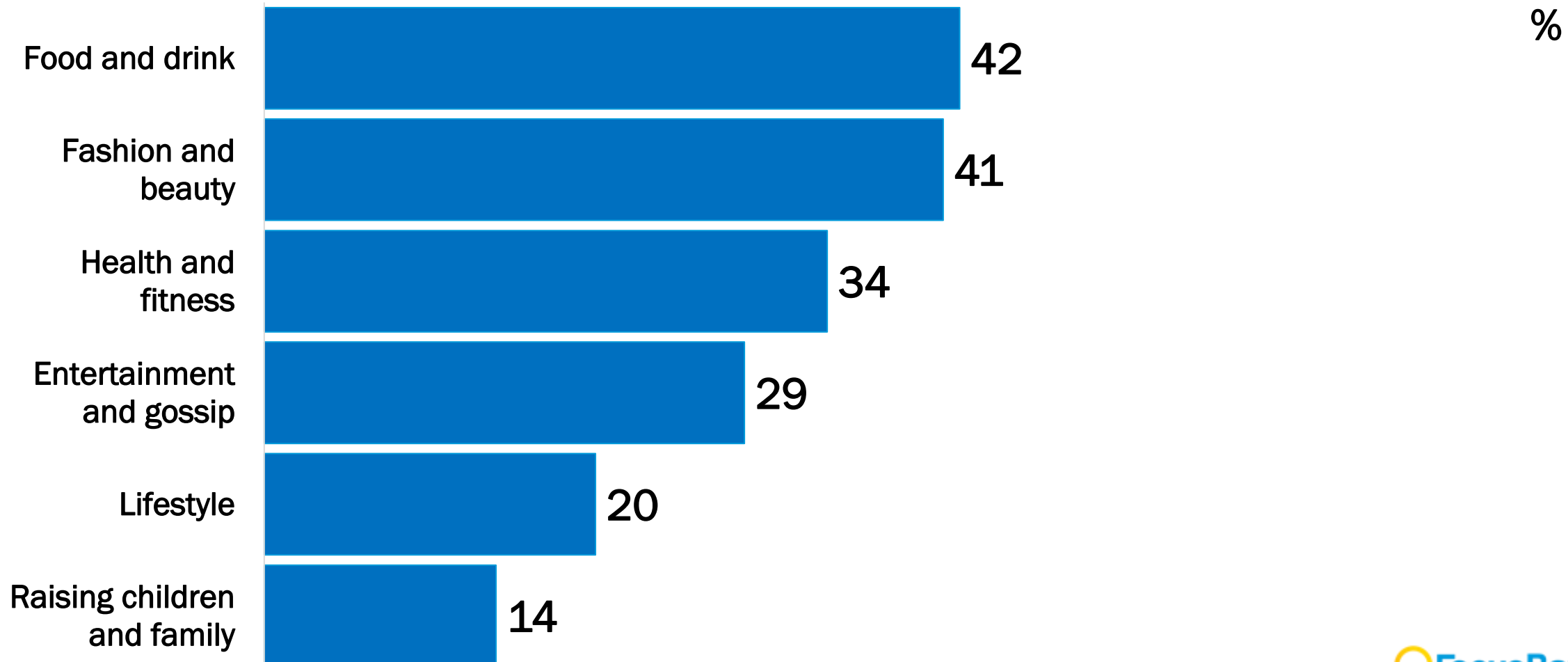
Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

SECTION A: ONLINE HABITS



Beauty, food & wellness: The top online destinations for Greek women

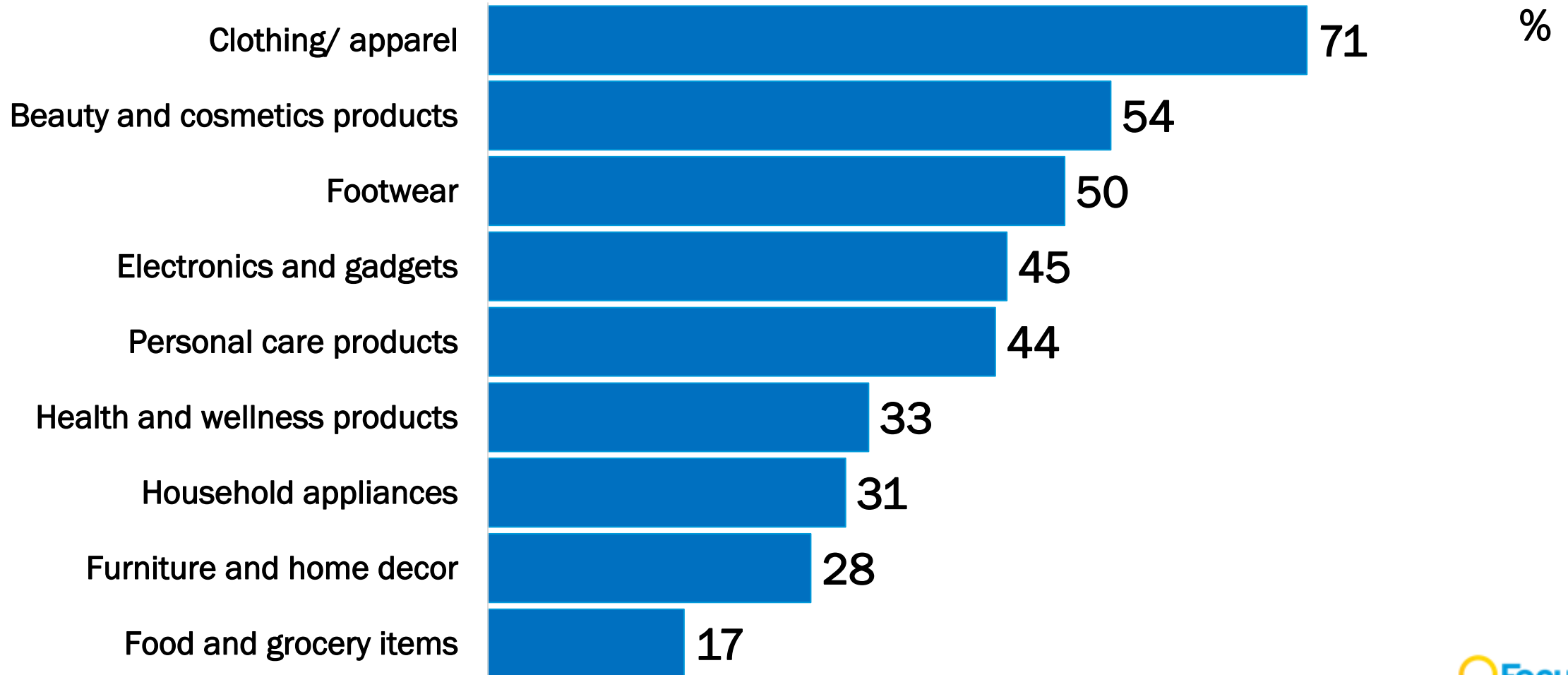
"Which of the following types of websites/apps do you visit regularly (at least once a week) for personal use?"



Base: women 18+ Nationwide

The digital basket of the Greek women: Fashion, beauty, gadget & health in the top picks

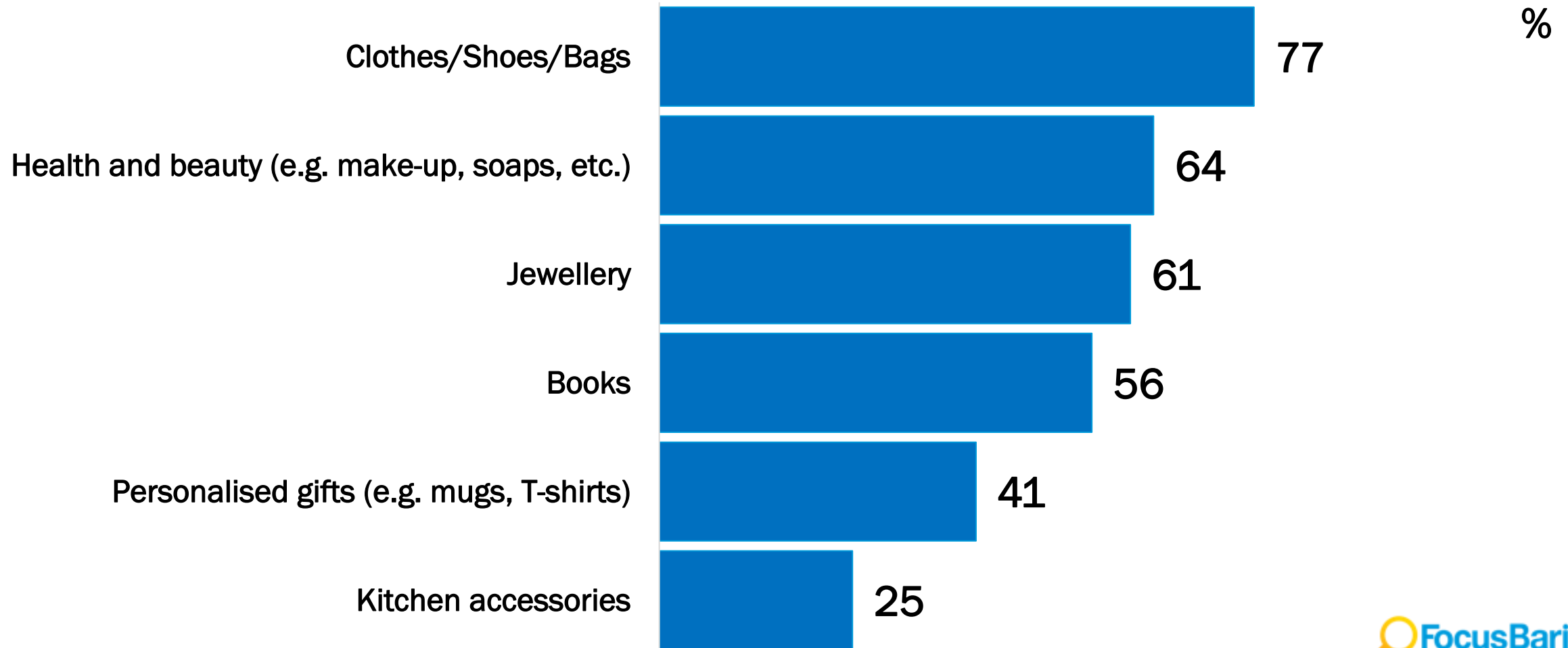
"What items do you buy online?"



Base: women 18+ Nationwide

Gifts with style for Greek women: Clothes, beauty & jewellery in the top choices

"Which of the following types of gifts do you generally buy?"



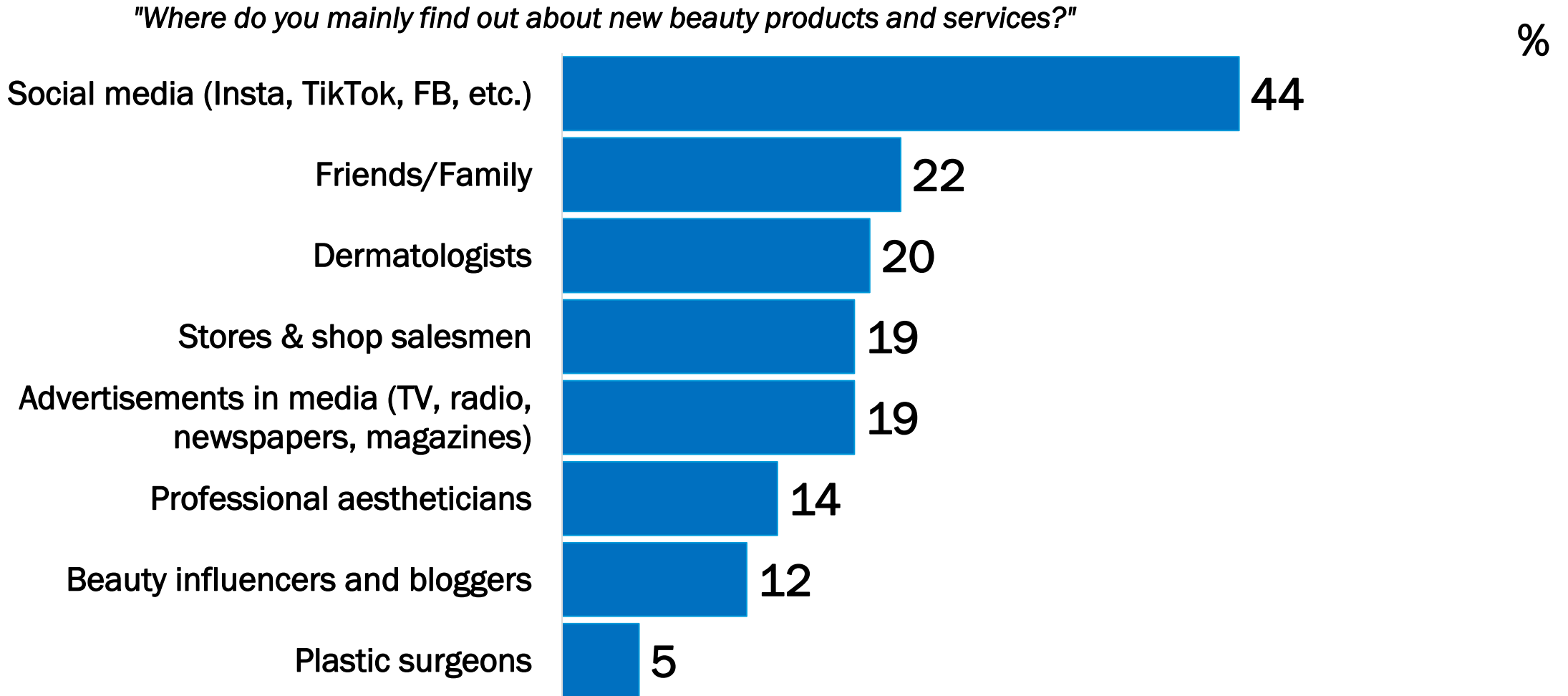
Base: women 18+ Nationwide

SECTION B:

Information and influences in the world of beauty



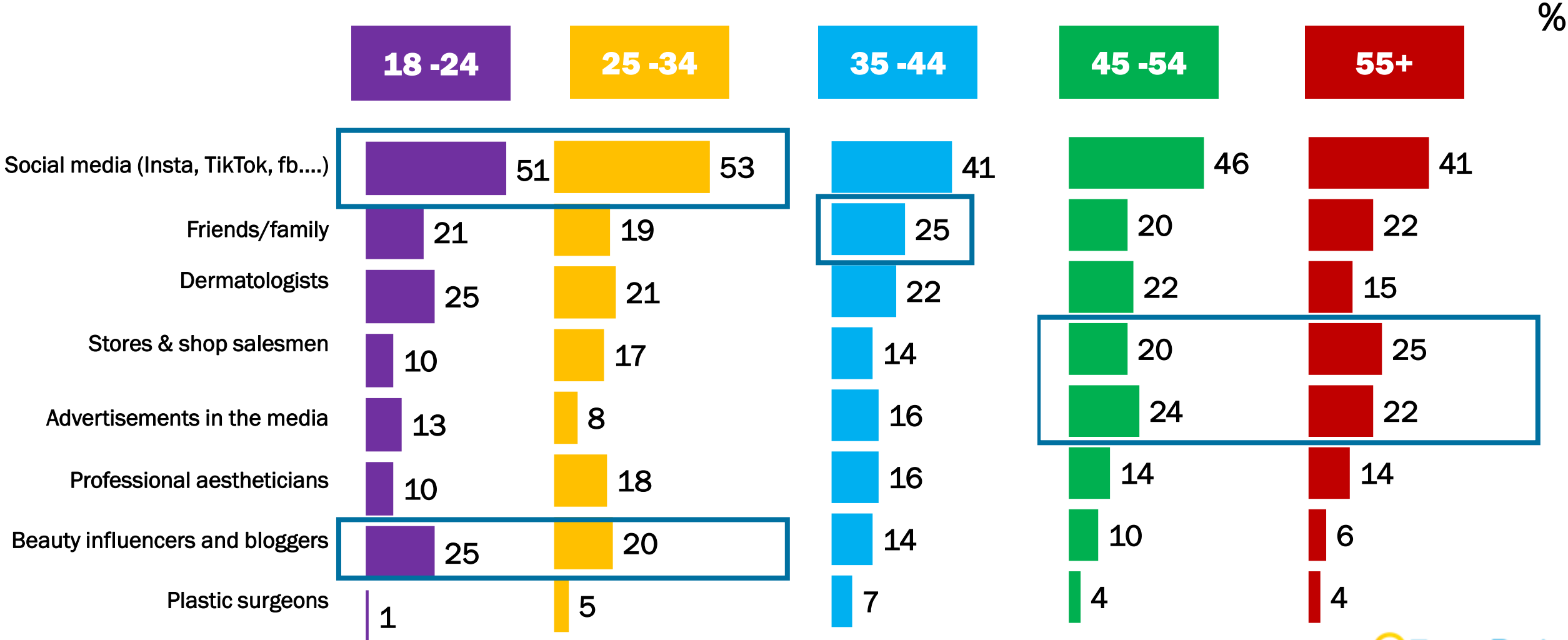
Beauty Goes Viral: Social Media Dominates Beauty Awareness



Base: Women 18+ nationwide

Digital vs. Traditional: Young women prefers social media and influencers, while older insist on stores & traditional media

"Where do you mainly find out about new beauty products and services?"

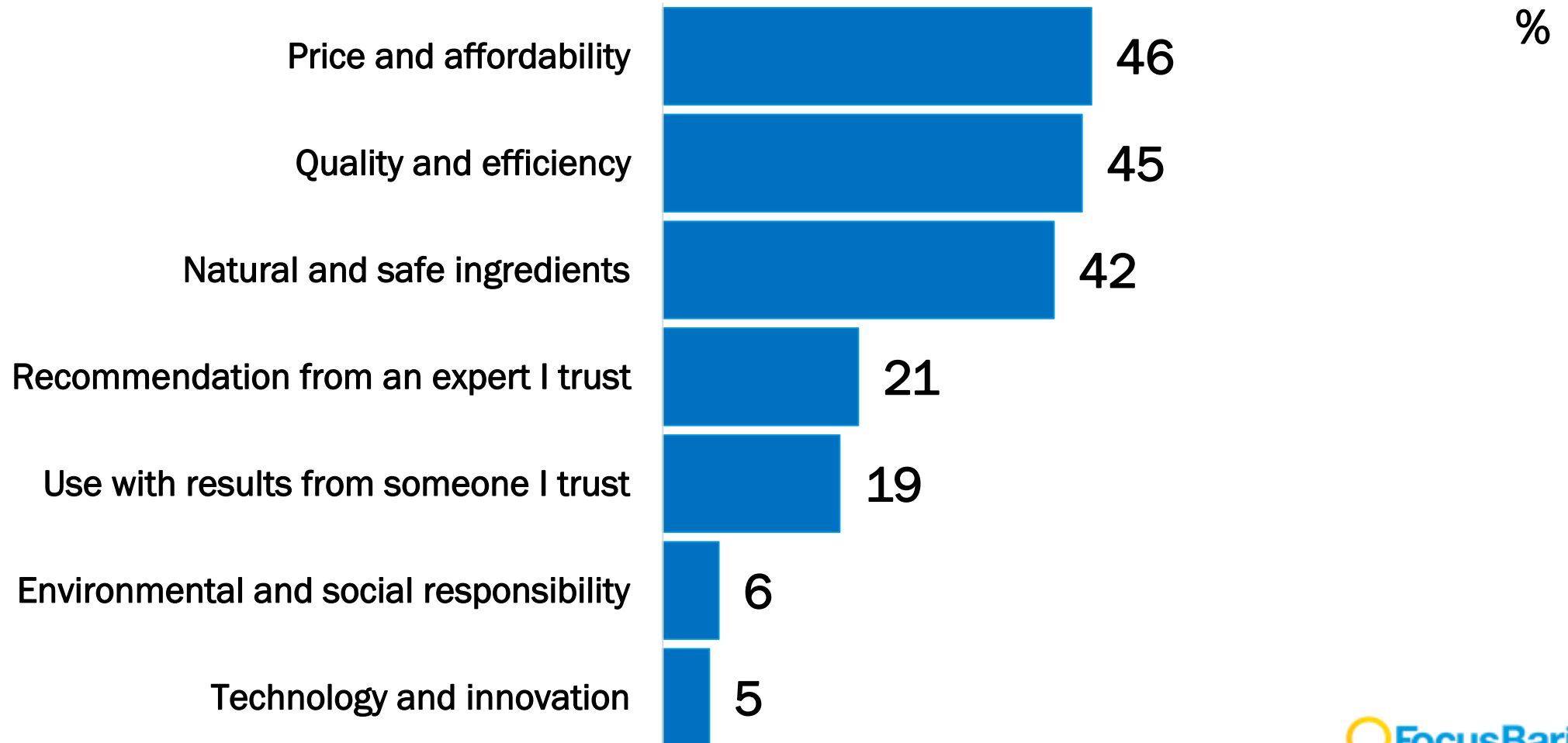


Base: women 18+ nationwide

The value of beauty:

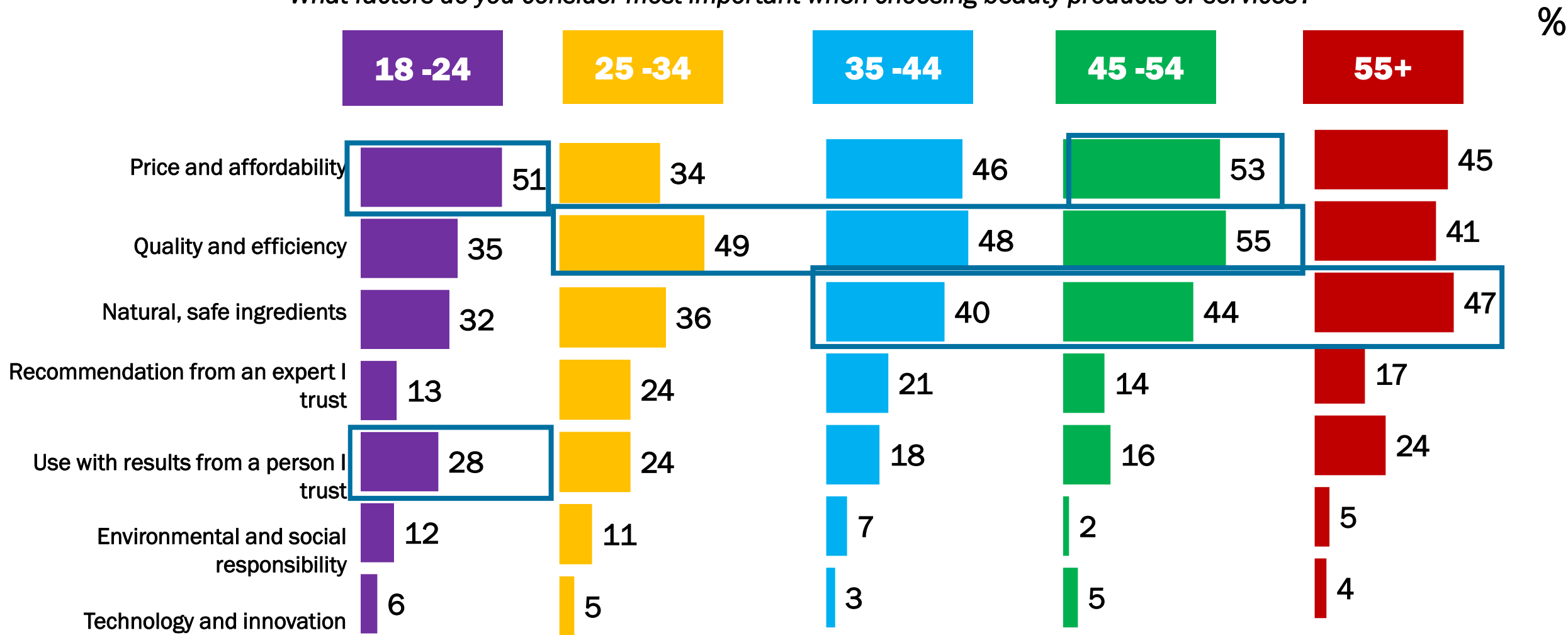
Cost, quality and safety at the forefront with significant power of the expert and word of mouth

“What factors do you consider most important when choosing beauty products or services?”



Although cost is a factor, quality and safety are non-negotiable

"What factors do you consider most important when choosing beauty products or services?"

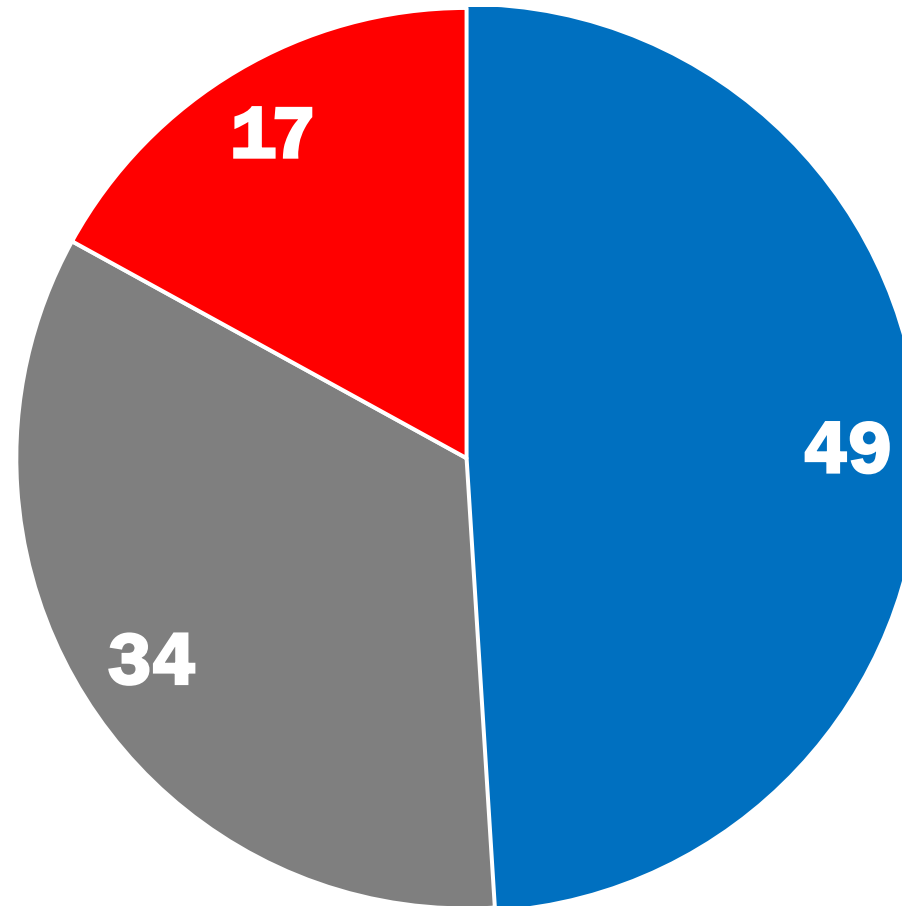
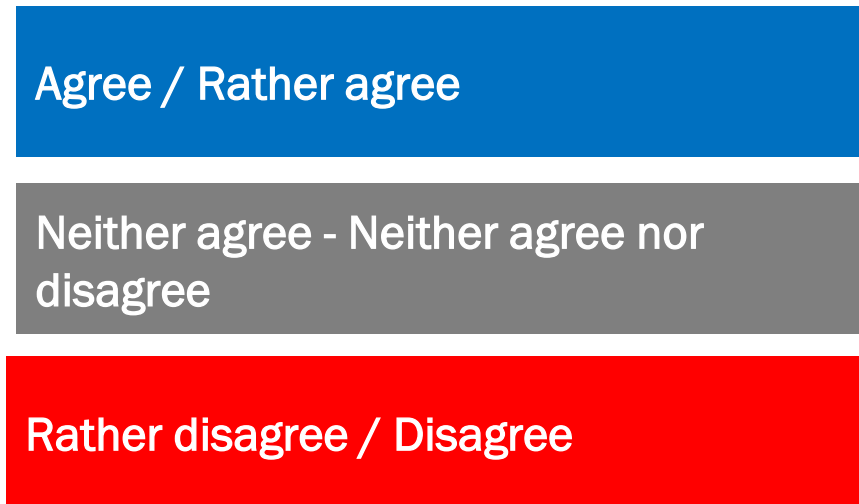


Base: women 18+ nationwide

Greek women remain loyal to their beauty products, but with room for change...

"" "I stay loyal to the beauty products I know"

%



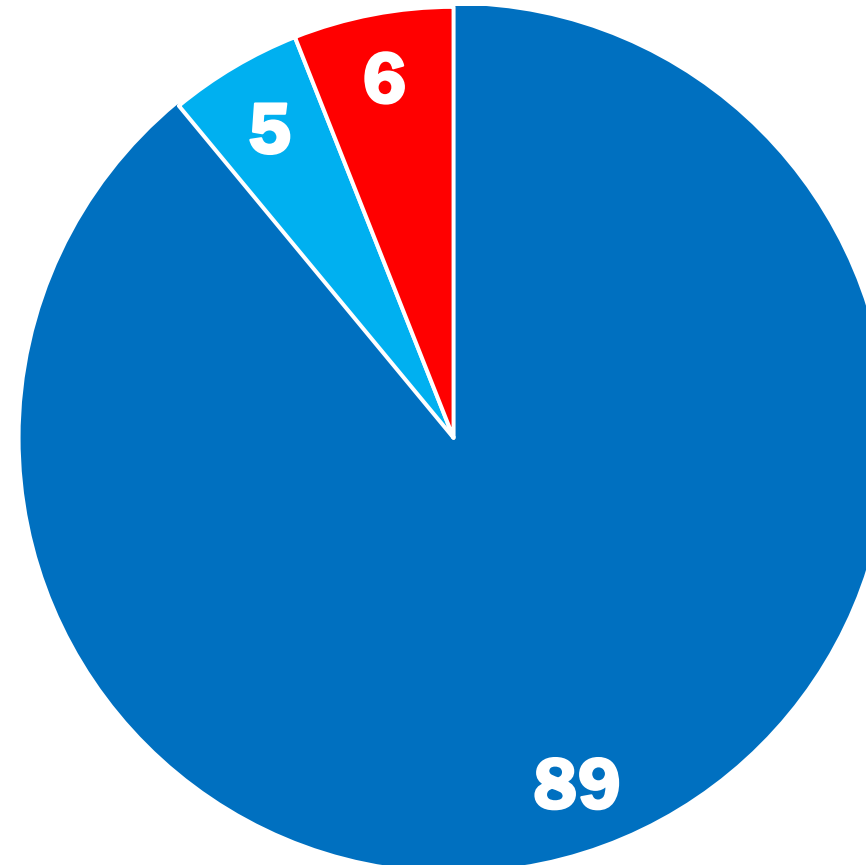
SECTION C: THE DIGITAL EXPRESSION



The New Must on Social Media: Almost all Greek women see their surroundings uploading photos with filters

"About the photos in the social media, how often do you see others around your social media upload photos that have filters on them?"

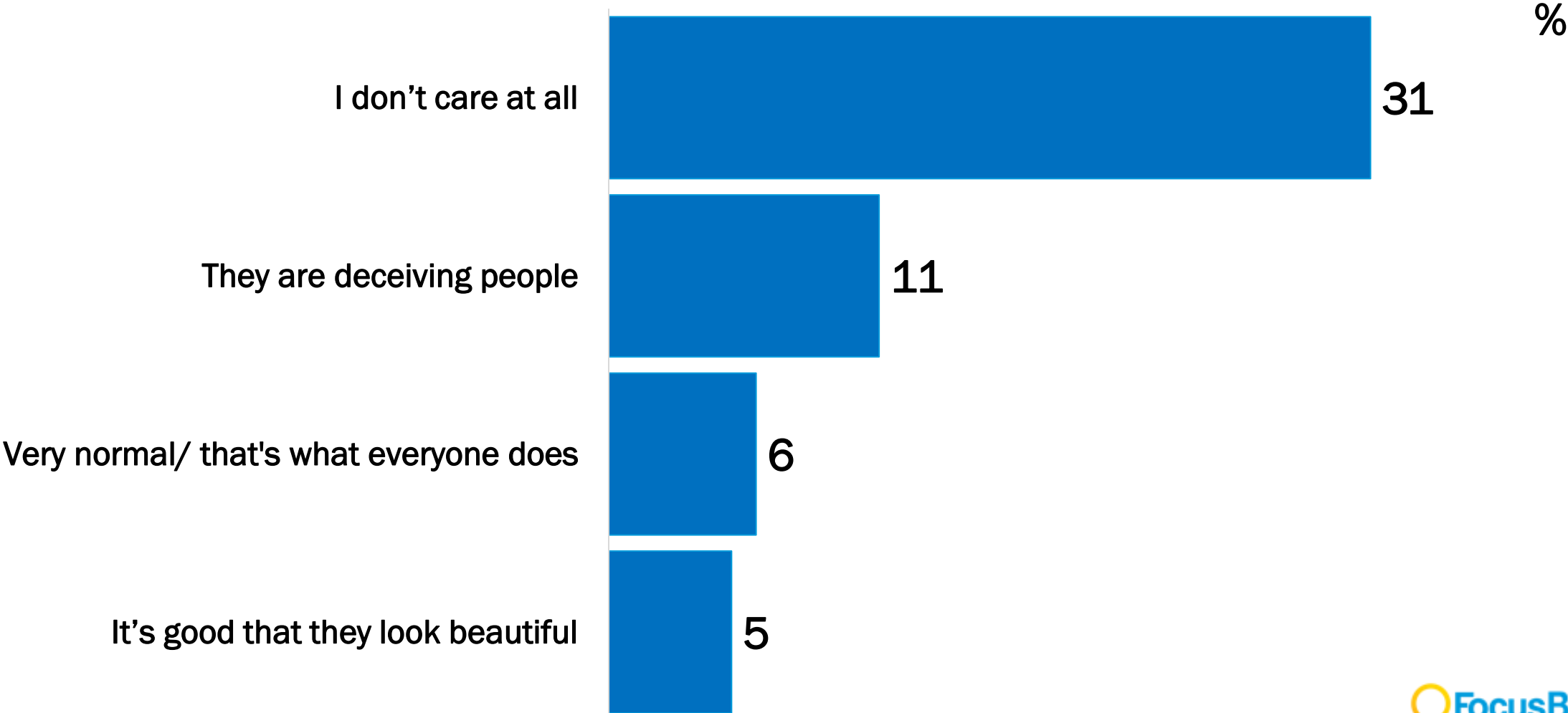
%



Social Media Filters:

They notice them but don't pay attention, while younger consider them "normal" to a greater extent (makes sense 😊)

"How do you feel/what do you think when you see photos of your friends on social media that have gone through many filters?"

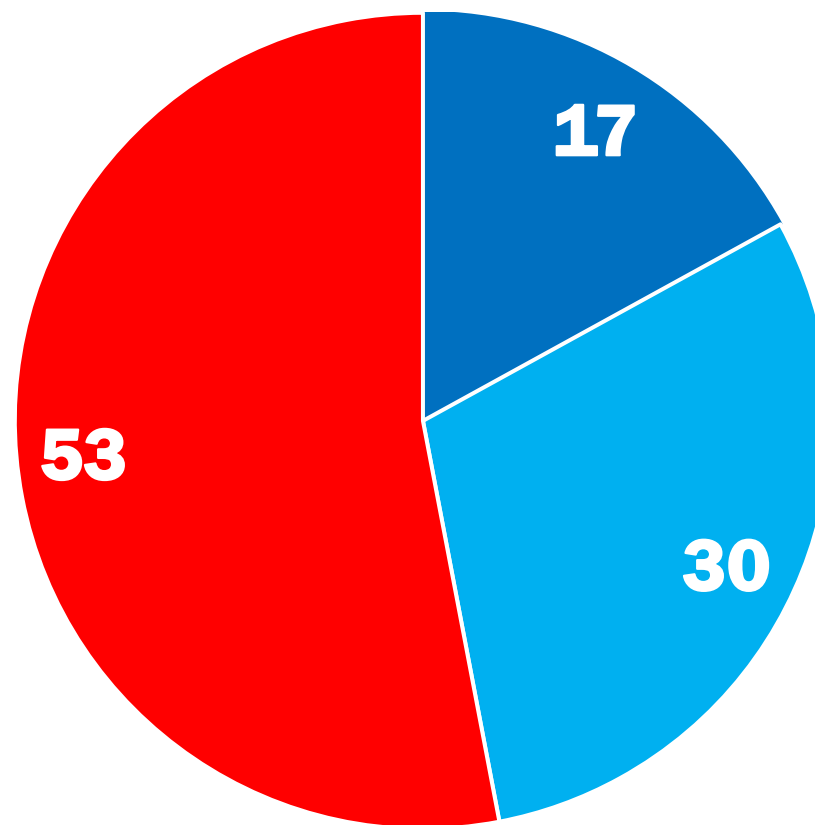
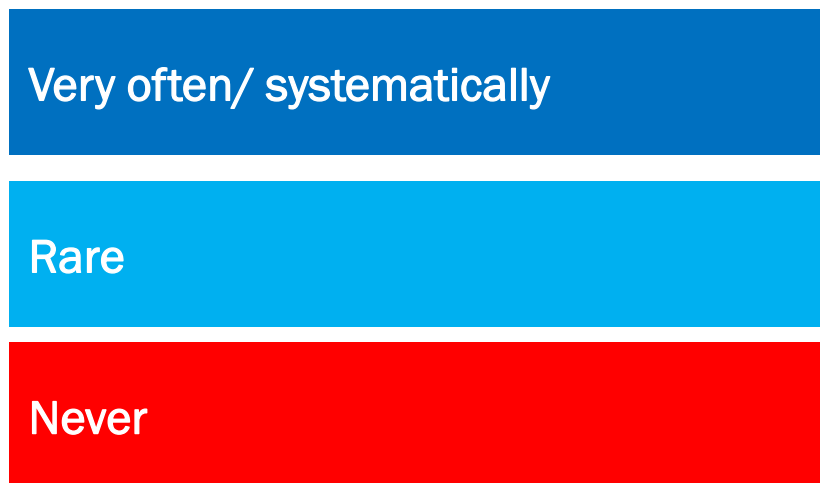


Base: women 18+ nationwide

Filters may dominate on Social Media and as Greek women state, "others" use them, but only one in six admits to using filters herself and one in three only sparingly!

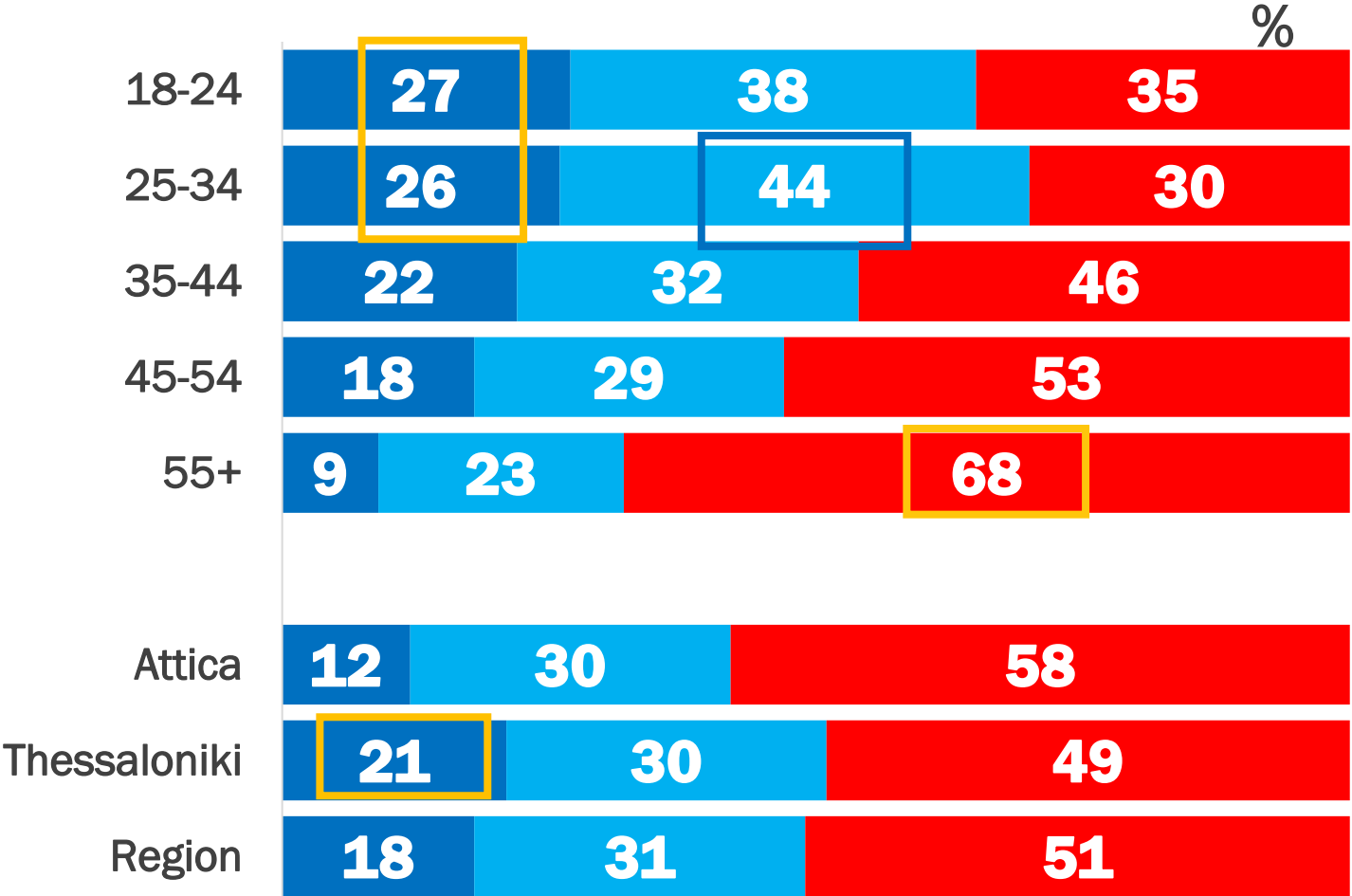
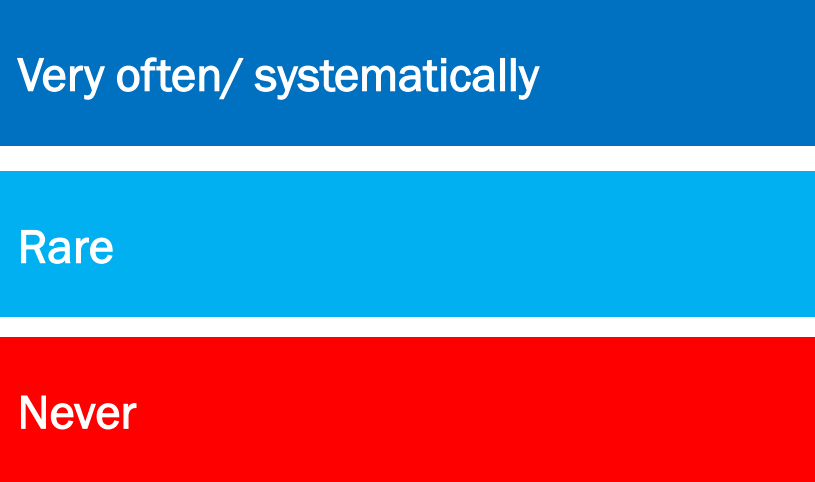
*"The truth is that the potions in souls are quite widespread.
How often do you personally use them in the photos you upload?"*

%



Base: women 18+ nationwide

Young women in Thessaloniki are more uninhibited to filters, while the mature age groups are rather negative in their use of filters for photos

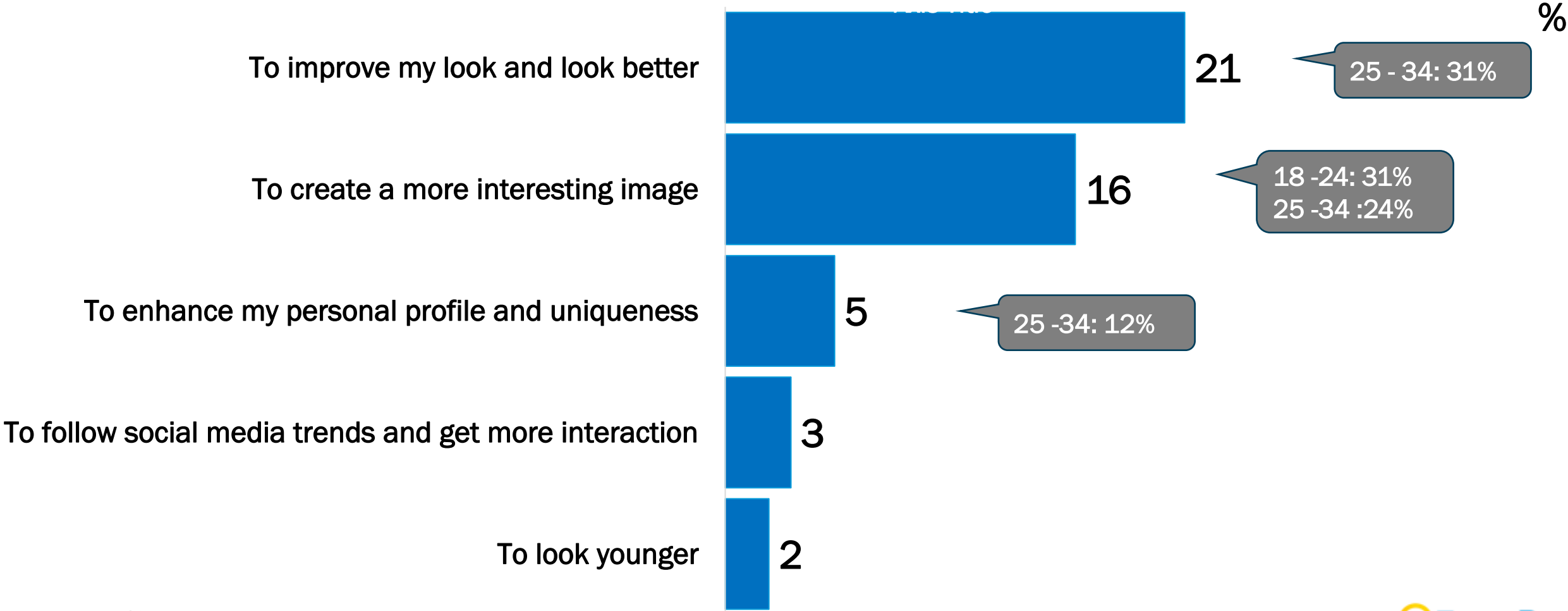


Base: women 18+ nationwide

The Power of Filters:

Improving appearance, enhancing/expressing personality & uniqueness are the main reasons, especially for younger ages

"Why do you use filters on your photos??"

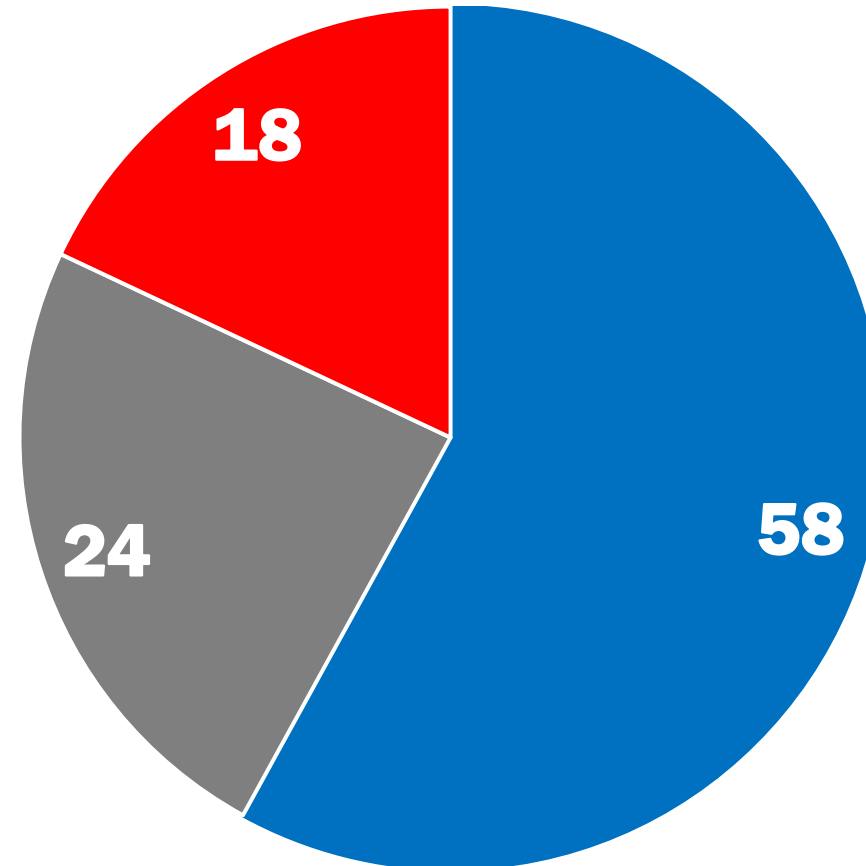
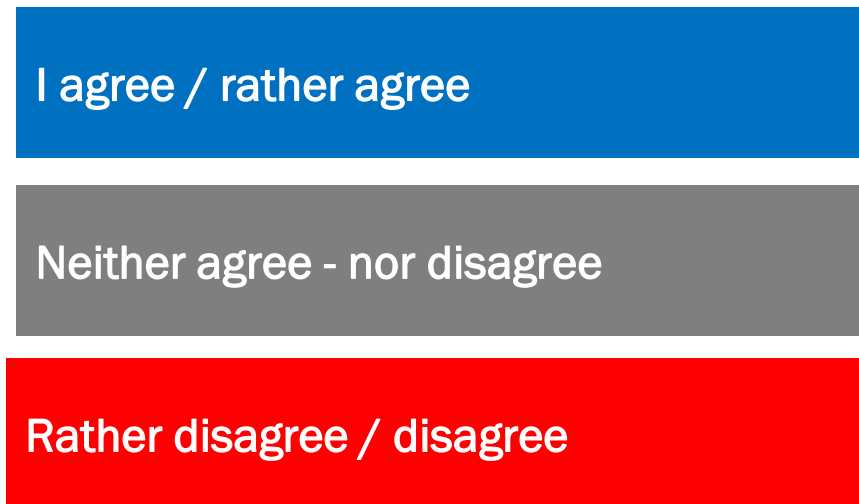


Base: women 18+ nationwide

The digital age is altering the authenticity of communication, say about three out of five Greek women

"I think we lose the beauty of language when we resort to emoji and abbreviations in our online conversations"

%



key learnings

1

Greek women are evolving their online habits, with beauty, fashion and health being among the top choices.

The shift to online shopping is clear, showing the strong preference of Greek women for digital experiences in the consumption sector.

2

Quality and safety remain key factors for Greek women when choosing beauty products, with the power of word of mouth and experts significantly influencing their decisions. Cost is important, but quality and safety remain timeless non-negotiables in the beauty product market.

3

Greek women are informed and follow trends through influencers and digital platforms.

Especially in the younger age groups, social media is the main source for new information and products in the beauty sector. At more mature ages, a combined approach is observed, with consumers being advised to choose both stores and media.

4

Use of filters in photographs in social media plays a significant role of digital self-expression.

Despite the widespread acceptance of filters in younger ages there is a clear divide between age groups. Younger women are more likely to adopt them, while older appear more cautious about their use in photographs.

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Thank you!

Want more info? Ask xenia@focus.gr

