

Greeks and the Home: An Evolving Relationship

12 November 2025

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Our sources

YouGov[®] Profiles

Continuous
measurement **of**
opinions, attitudes
and daily habits of
Greeks and 55 other
countries accross a wide
range of topics and
markets
Sample size : 10,000



Nationwide survey 18+:
**“Greeks & the property
market”**
Online YouGov panel
March 2025
Sample size: 1,000 people



Nationwide survey 18+:
“Greeks & DIY”
Online YouGov Panel
October 2025
Sample size: 1,002 people

Thank you!

Contents...

Ownership & Condition of Residences

DIY: Perceptions & Needs

Market Evolution & Indicators



Property & Condition of Residences



Background:

Today, most people are struggling to make ends meet

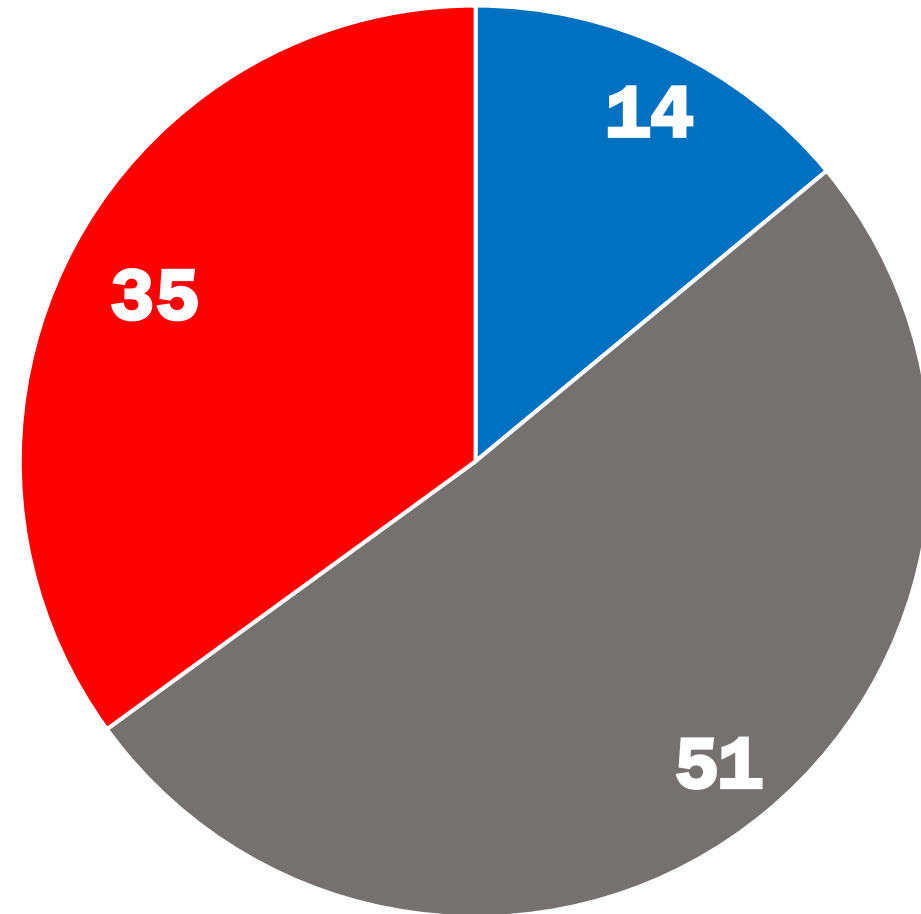
%

"These days, my income..."

More than enough to cover all my needs

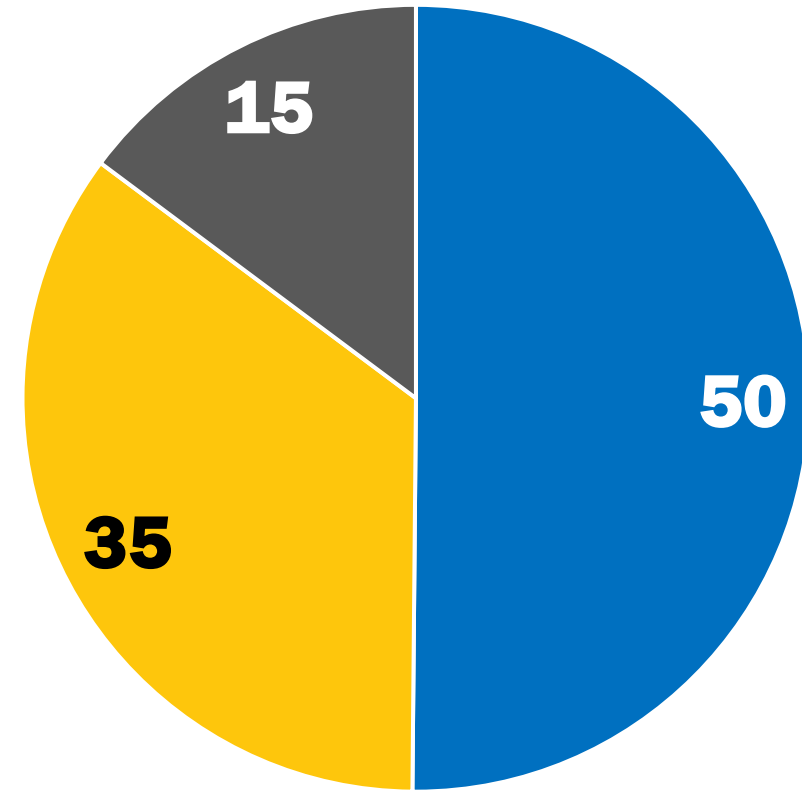
Just enough to cover my needs

Not enough to cover my needs



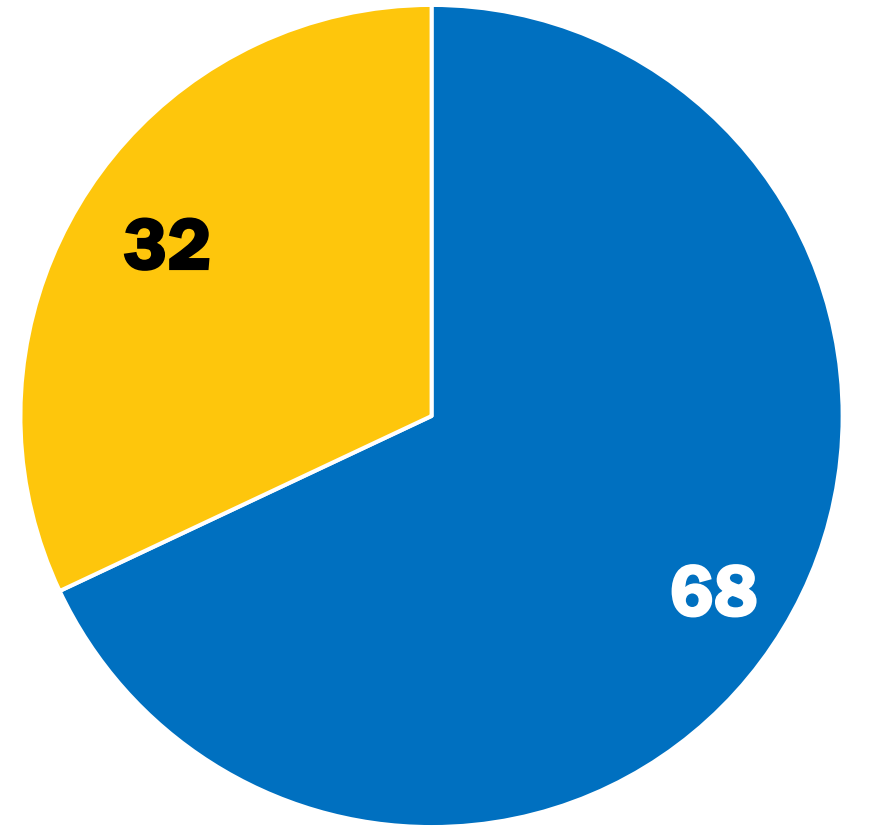
Property ownership: a key prerequisite

Two out of three people own some kind of property, and one in two own their primary residence



■ Homeowner ■ Renter ■ Living rent-free

%



■ Own property ■ Do not own property ■

Real Estate as a Significant Source of Income:

Mainly long-term leases, short-term leases are limited

Annual Household Income

Total Owners up to €20,000 €20,000 - €30,000 €30,000+ %

Long-term rentals



Short-term leases (e.g. Airbnb)

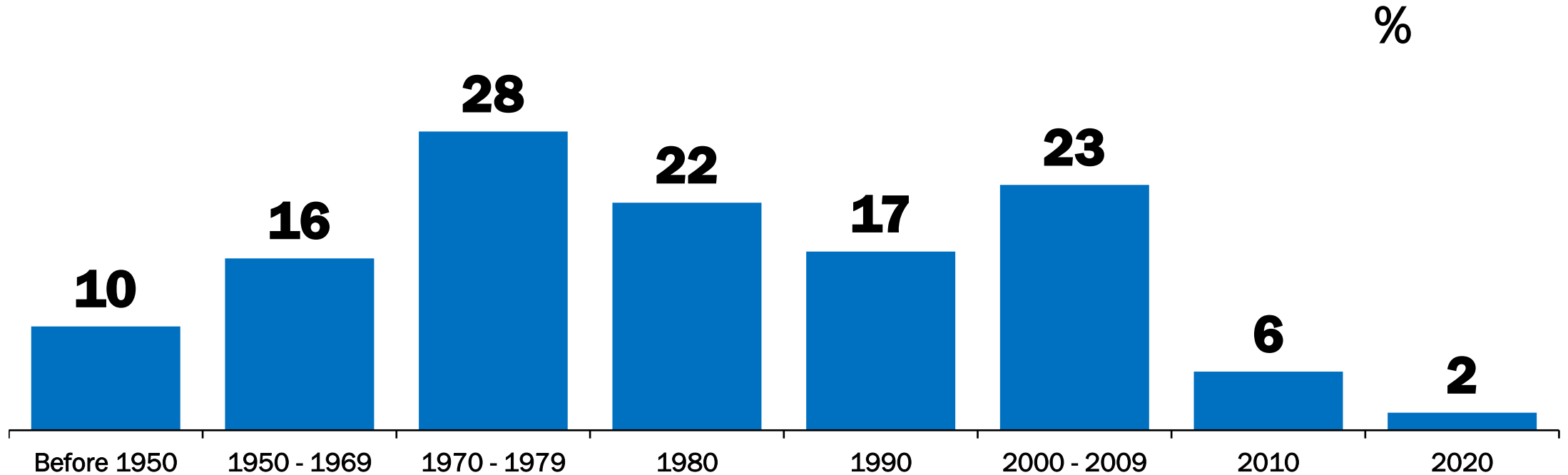


Commercial/Agricultural Use



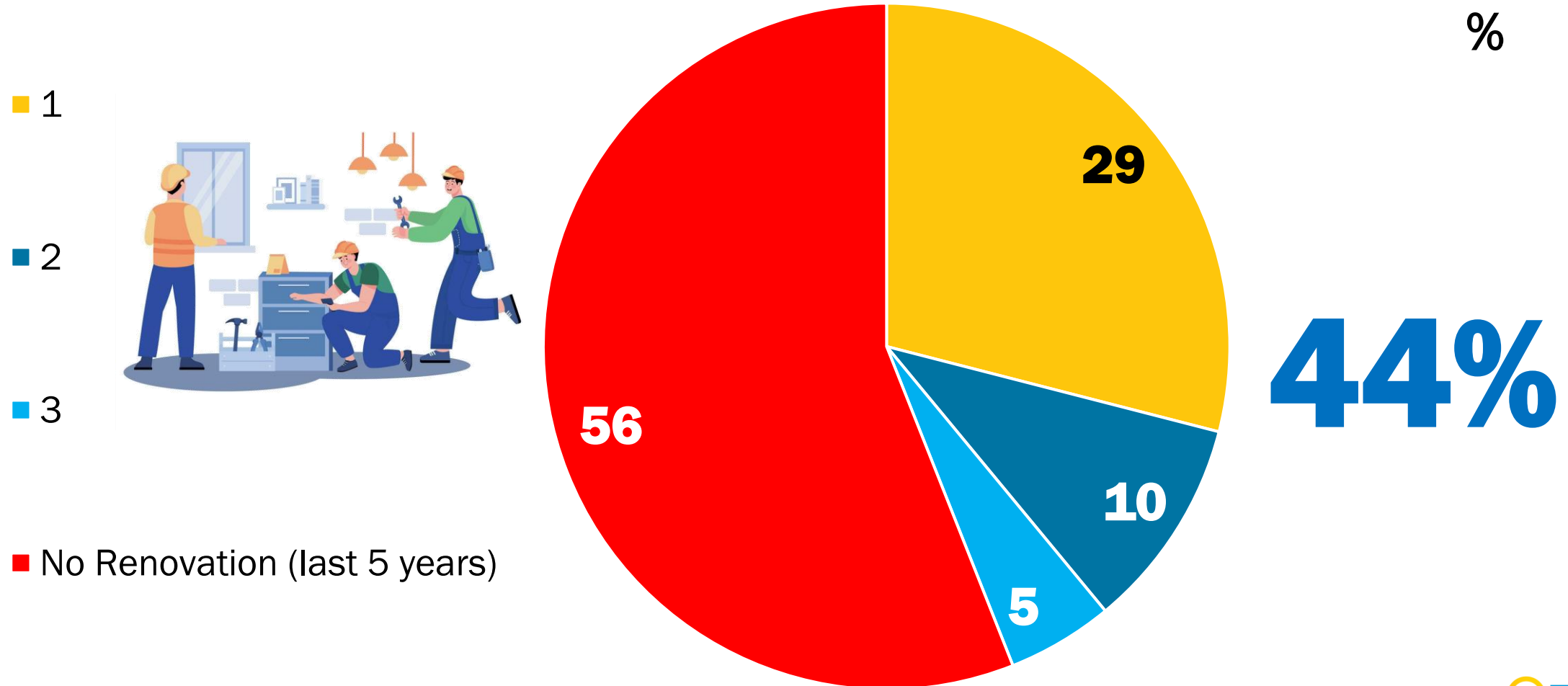
The age of the properties is revealing:

The majority were built in the 1970s and 1980s, with most homes being over 20 years old.



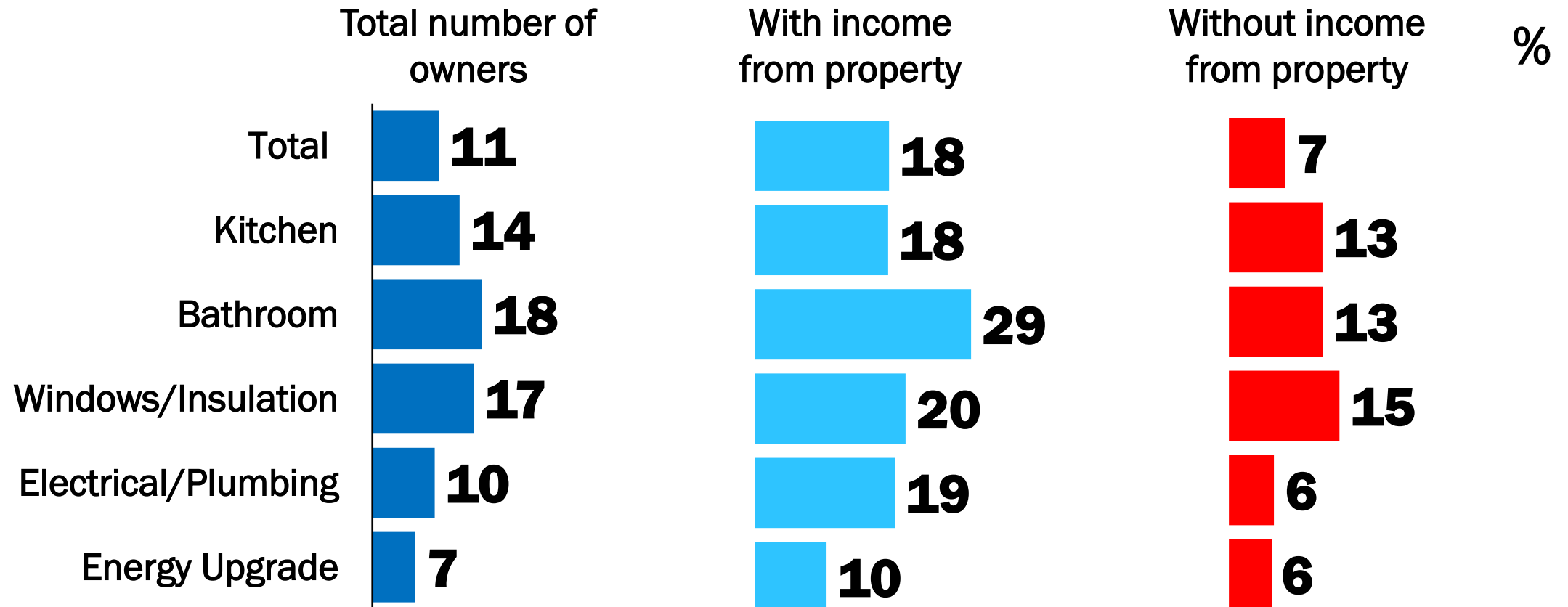
Age Leads to Renovation:

Almost one in two owners have carried out renovation work, with an average of 1.6 properties renovated over the last five years



Renovation in Key Areas (last 5 years)

The most common renovations, involve bathrooms, kitchens, window frames/insulation



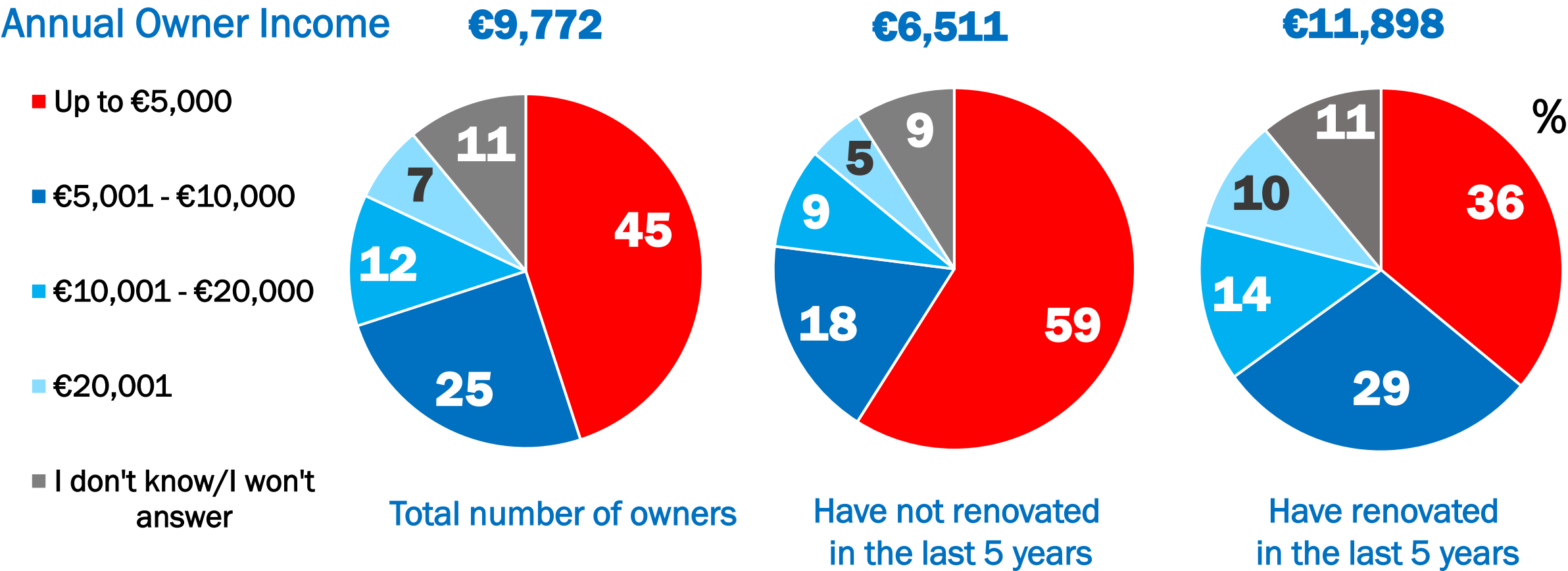
Average amount for the last 5 years **€10,075**

€11,093

€9,185

Renovation Pays Off & Delivers Results:

The average annual income from real estate is almost twice as high for owners who have renovated in the last 5 years





#1. Key Learning

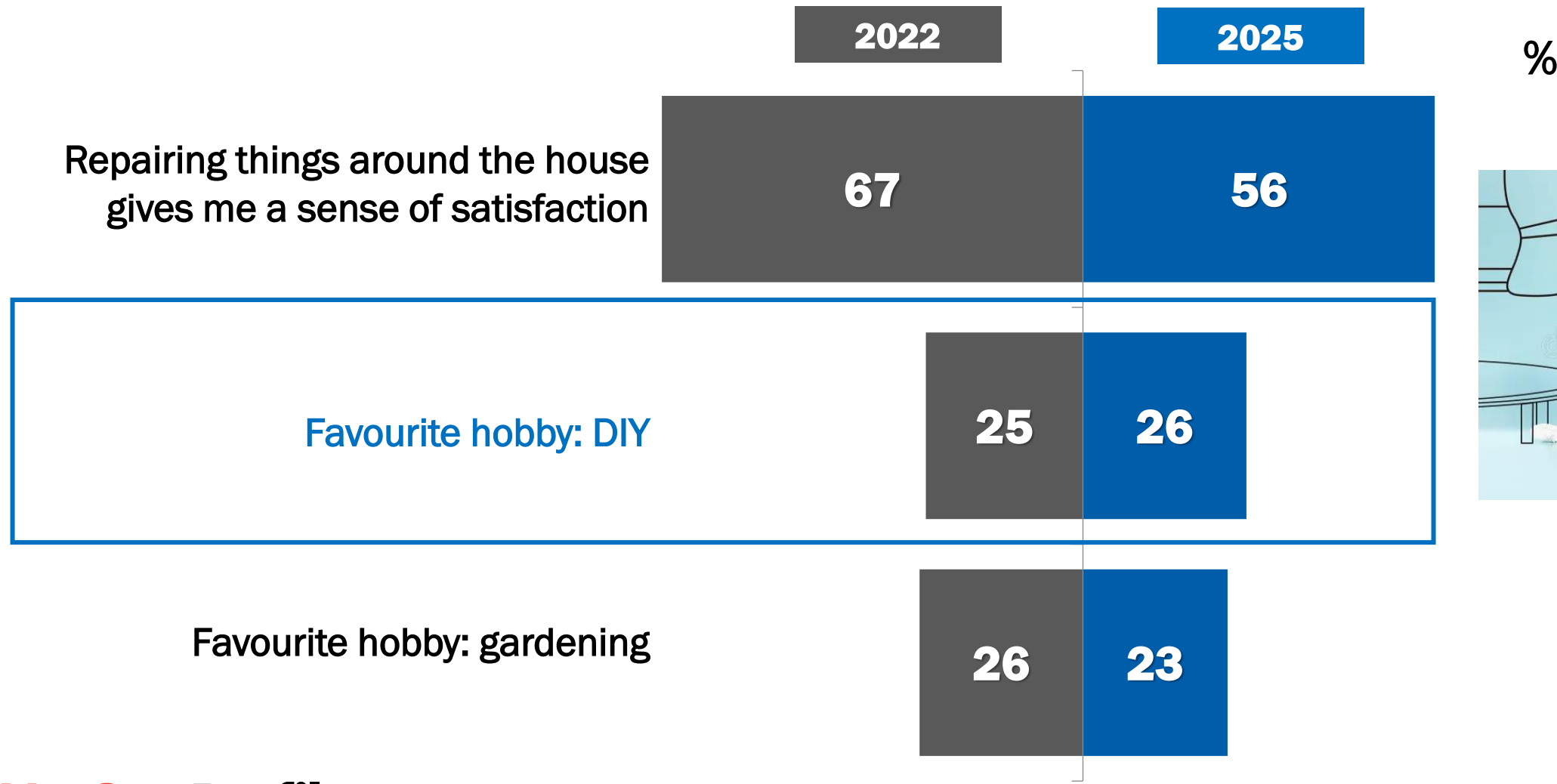
- *Despite being under pressure, Greeks are investing in their properties.*
- *Most houses are old buildings and in constant need of renovation.*
- *Renovation clearly pays off in terms of both income and increased property value.*

DIY: Perceptions & Needs



DIY is a regular hobby for 1 in 4 people:

The joy of "*doing it myself*" is fading a little after Covid!



The home remains a priority:

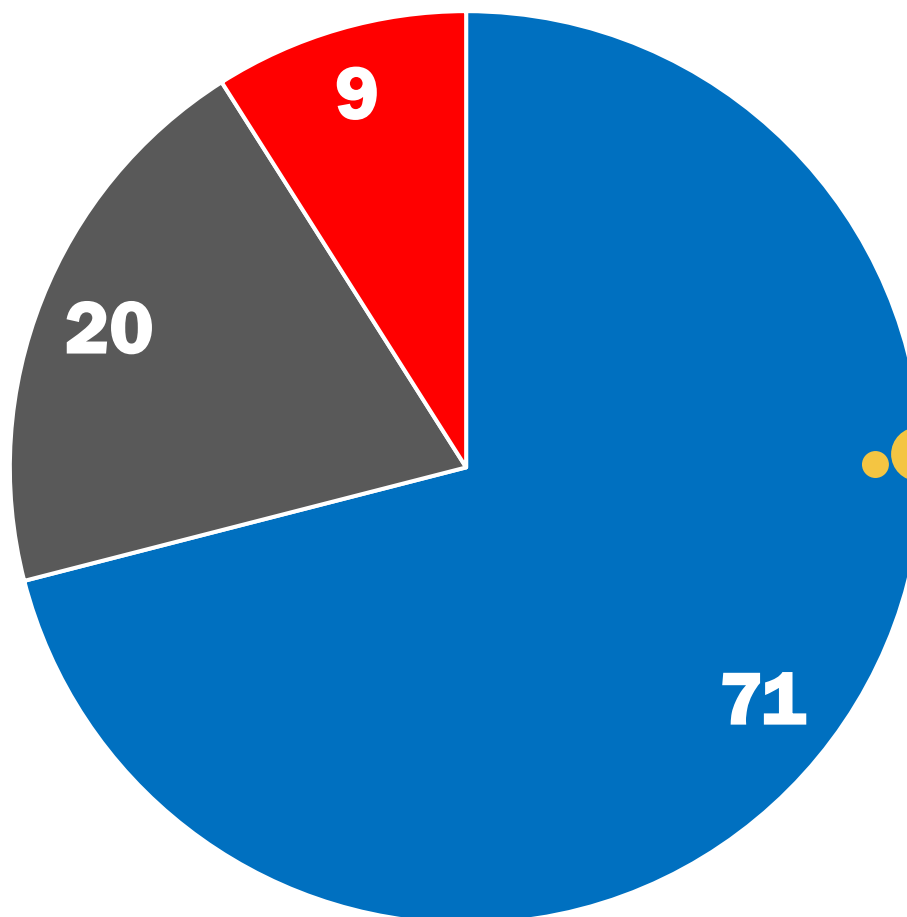
For 7 out of 10 Greeks, especially among women aged 35-54

"How important is it for you to improve or renovate your home?"

Very/ fairly important

Somewhat important

Not very important/not important at all



%

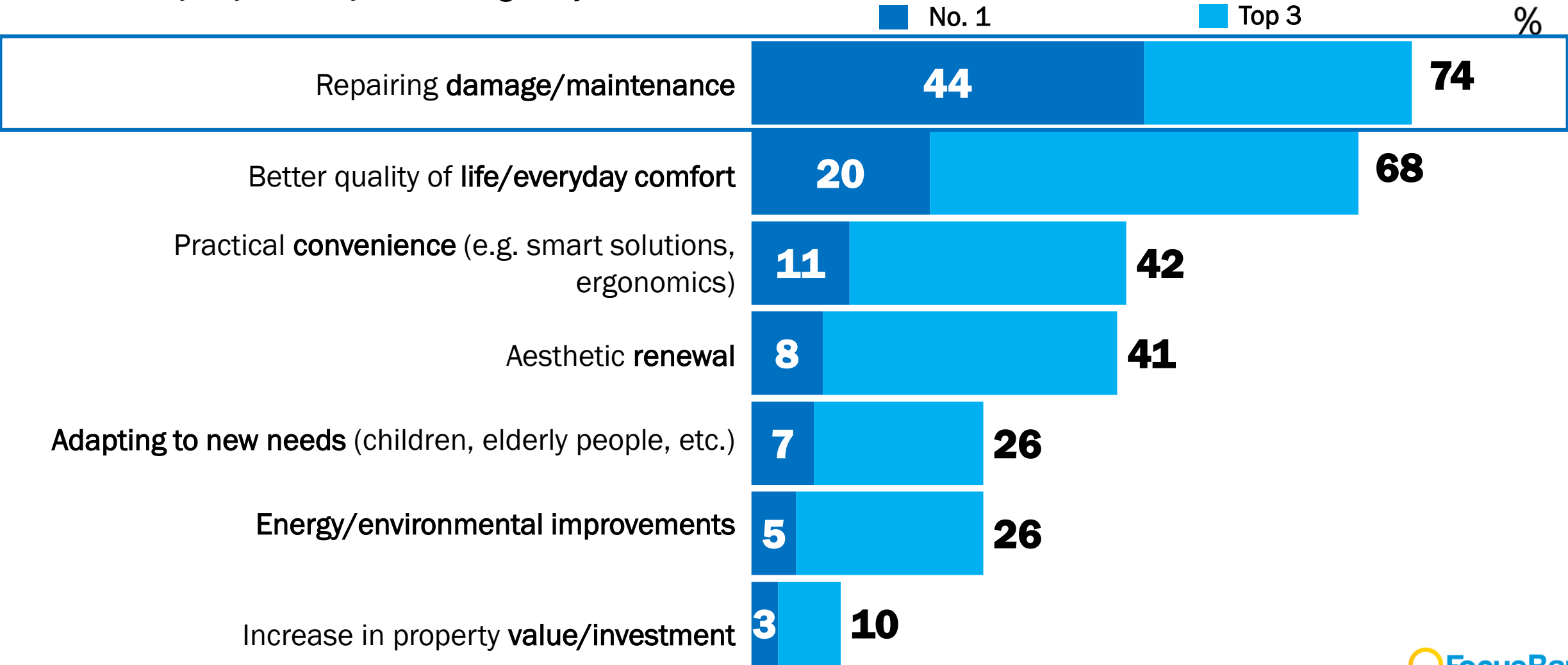
**Women aged
35-54**

78%

Damage/wear and tear: the main stimulus:

Improvement in quality/practicality/aesthetics follow

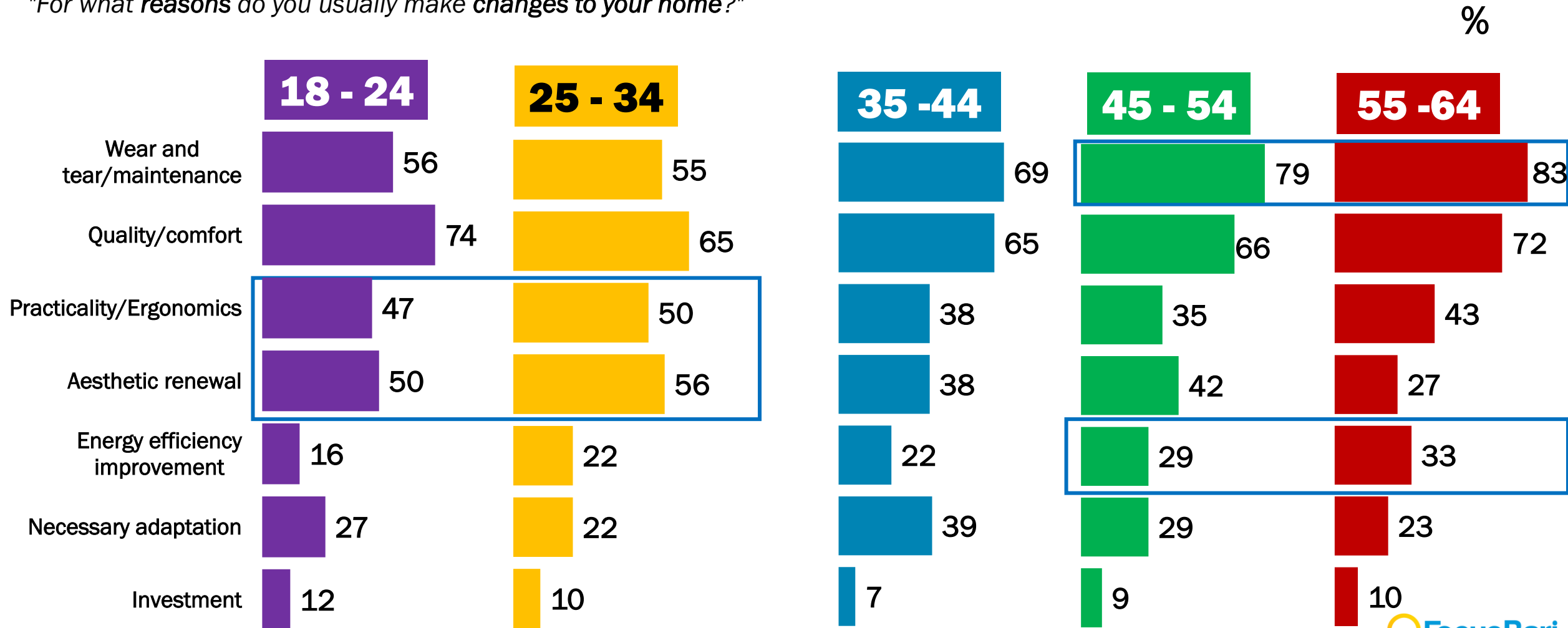
"Why do you usually make changes to your home?"



Motivations change with age (Top 3)

Damage/maintenance & energy efficiency are the most important factors, while practicality/ergonomics & aesthetics rank lowest

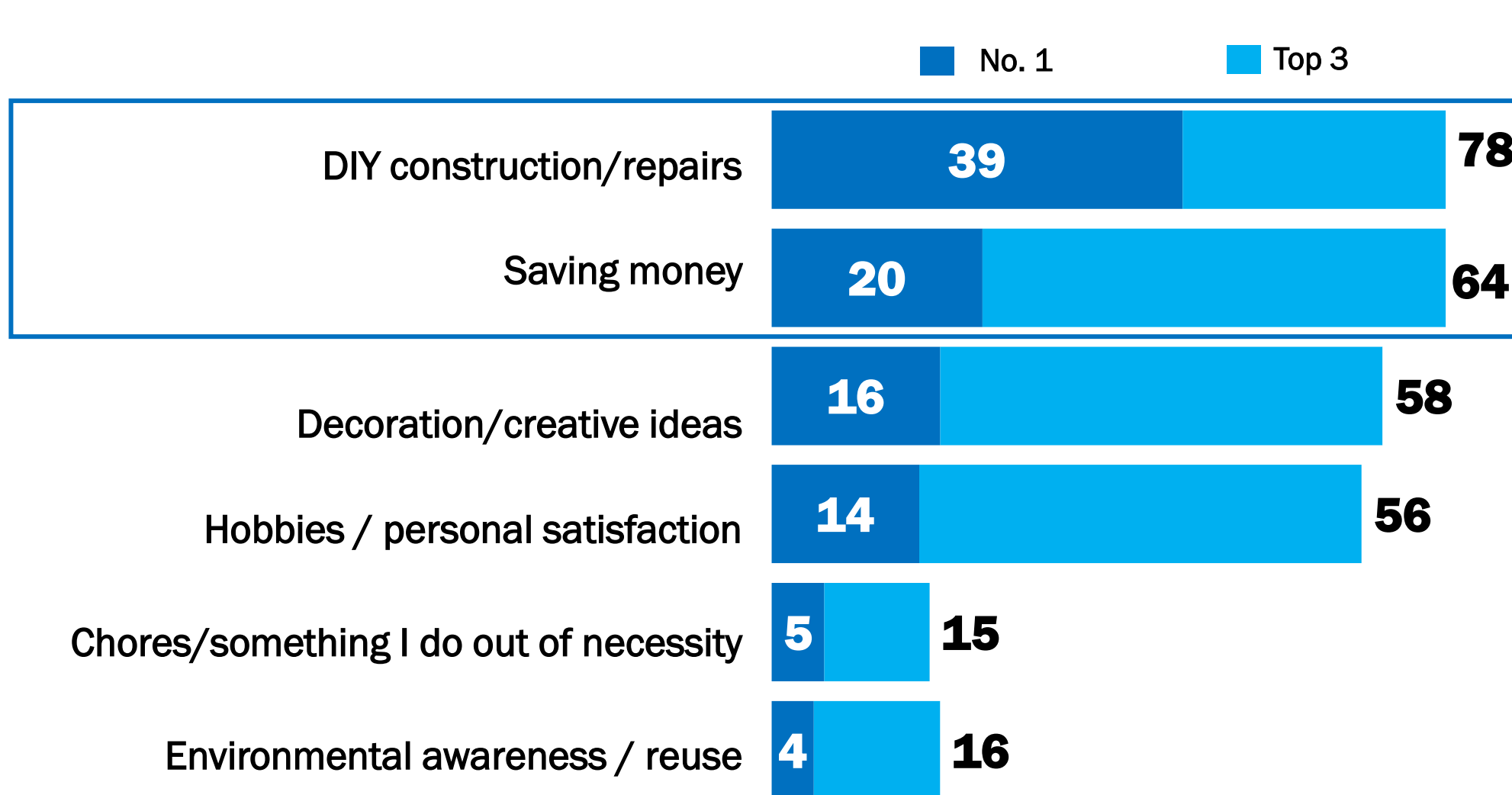
"For what reasons do you usually make changes to your home?"



DIY means “doing it myself”! (top 3):

Savings, creativity, hobbies/fun follow!

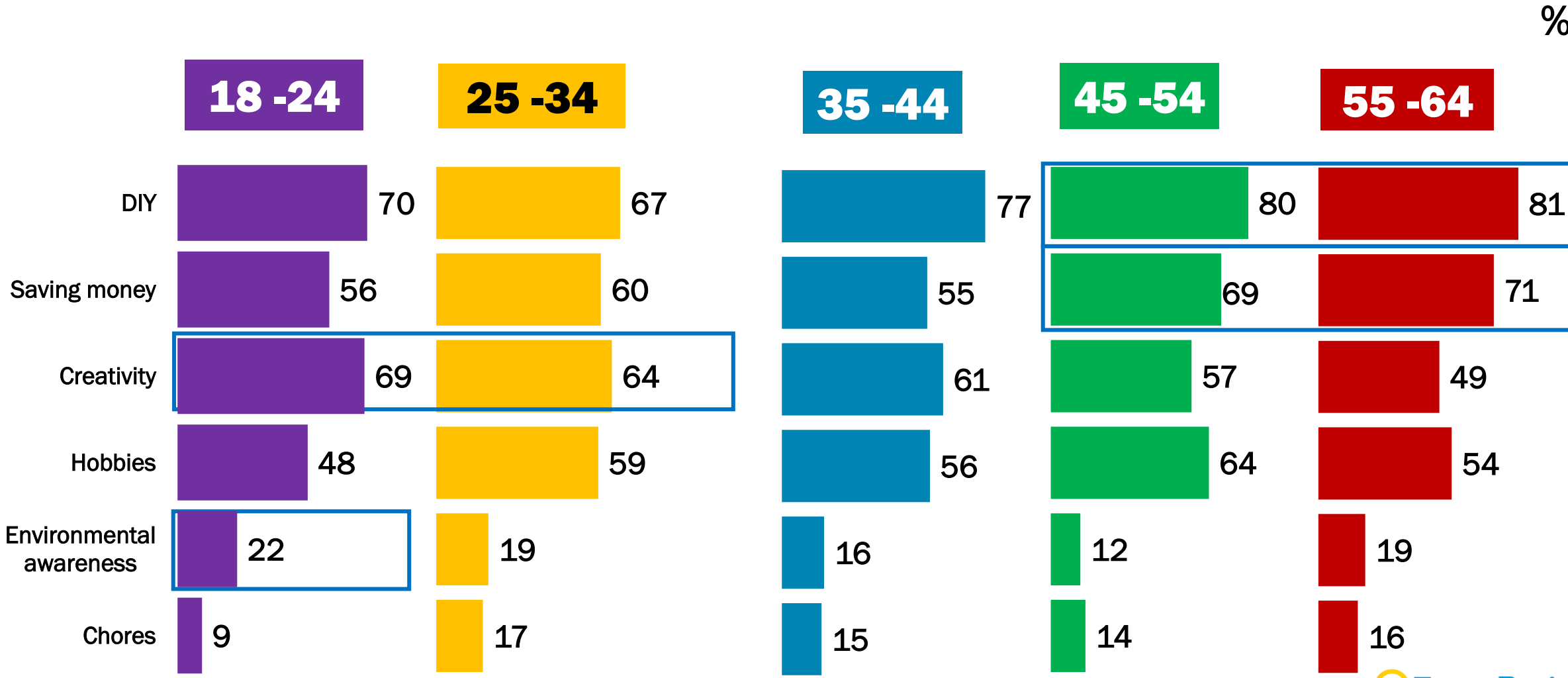
"When you hear 'DIY (Do It Yourself)', which of the following comes to mind?"



The meaning of DIY changes with age: (top 3)

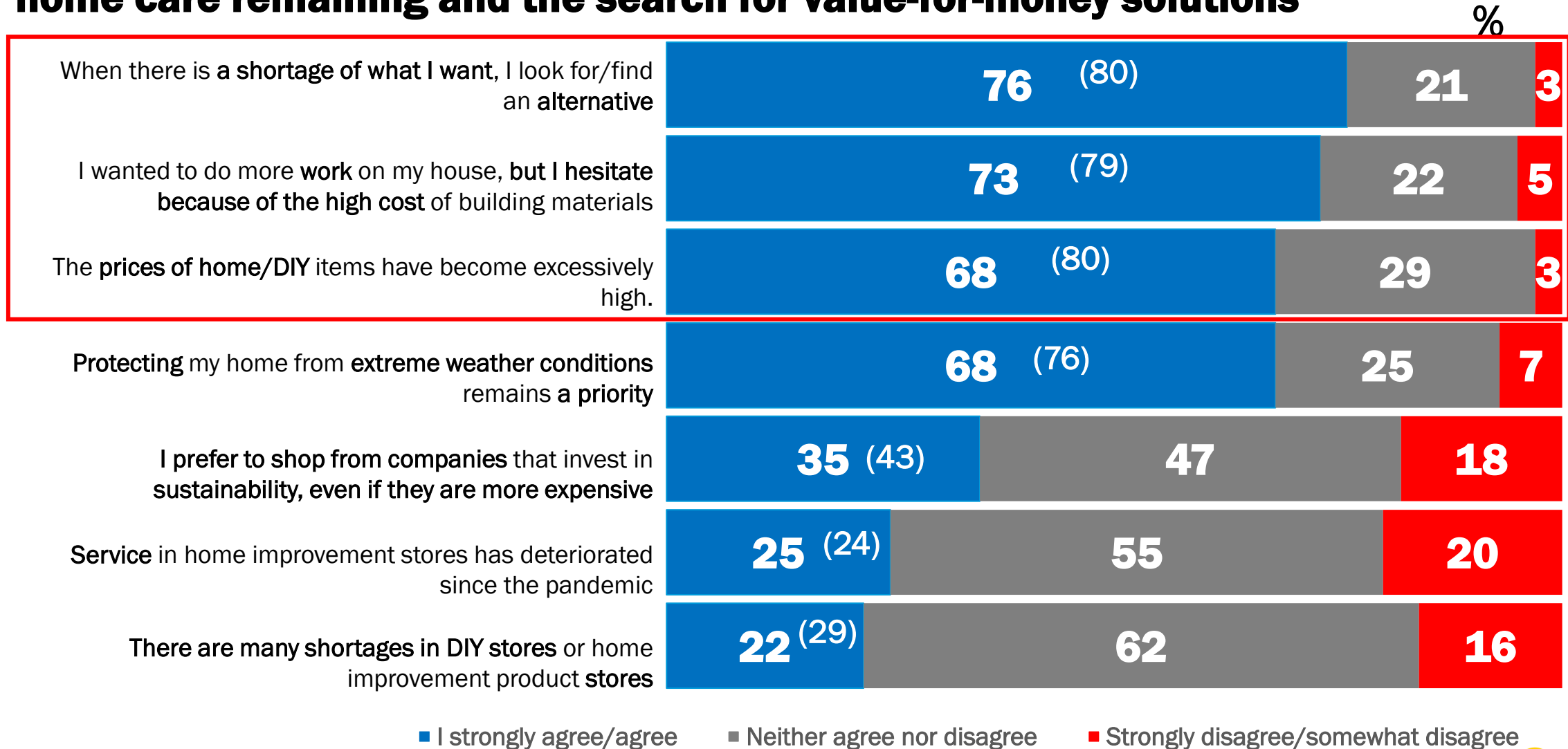
Creativity for young people, economy for older people

"When you hear 'DIY (Do It Yourself)', which of the following comes to mind?"



"Post-Covid" phenomena are stabilizing

Complaints about shortages and prices are decreasing, with the need for home care remaining and the search for value-for-money solutions



(In parentheses: 2022)



#2. Key Learning

- *Interest in DIY remains steady among 1 in 4 Greeks*
- *Creativity for young people, economy for older people*
- *Home maintenance/renovation remains a priority*
- *With a slight "dip" in enthusiasm in the post-Covid era*

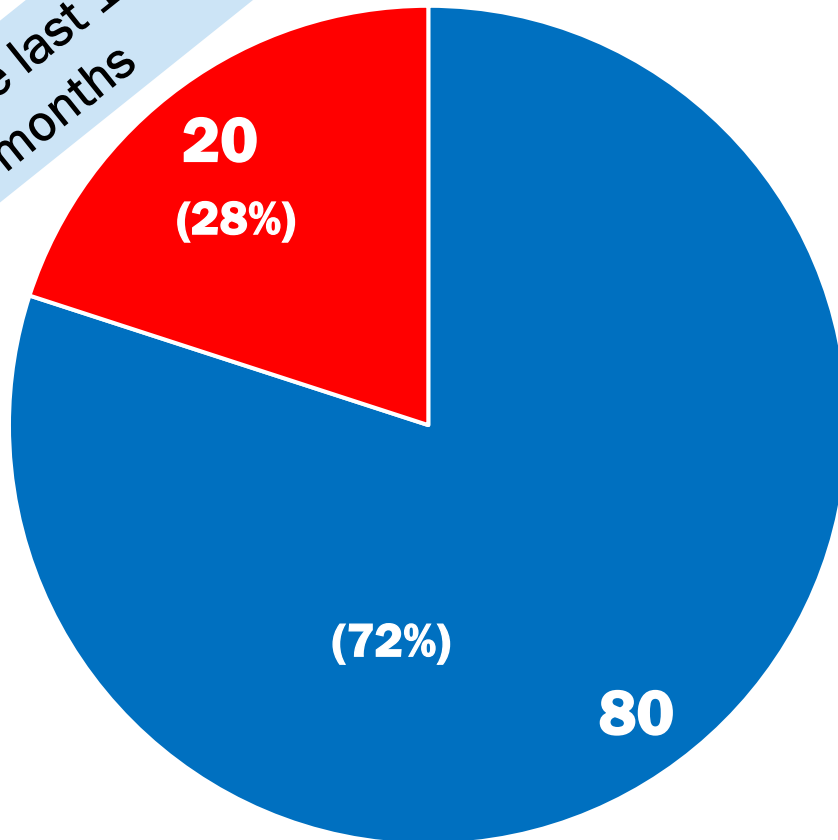
Market evolution & indicators



The market is showing an upward trend:

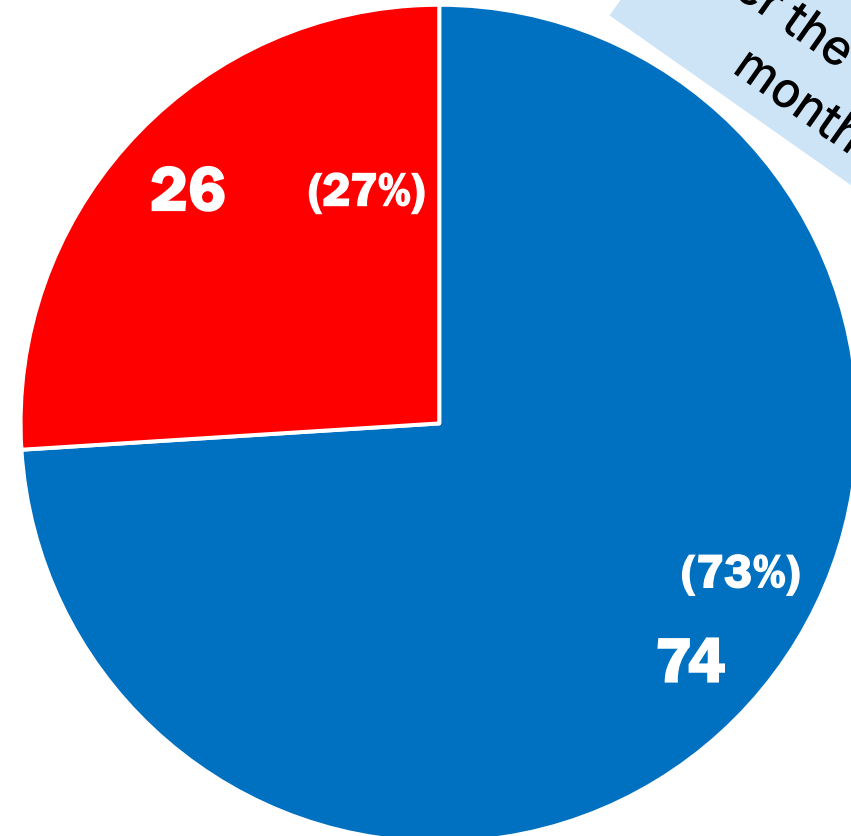
4 out of 5 Greeks have carried out at least one renovation/repair/maintenance project, and 3 out of 4 are planning to do so next year

In the last 12 months



%

Over the next 12 months



(In parentheses: 2022)

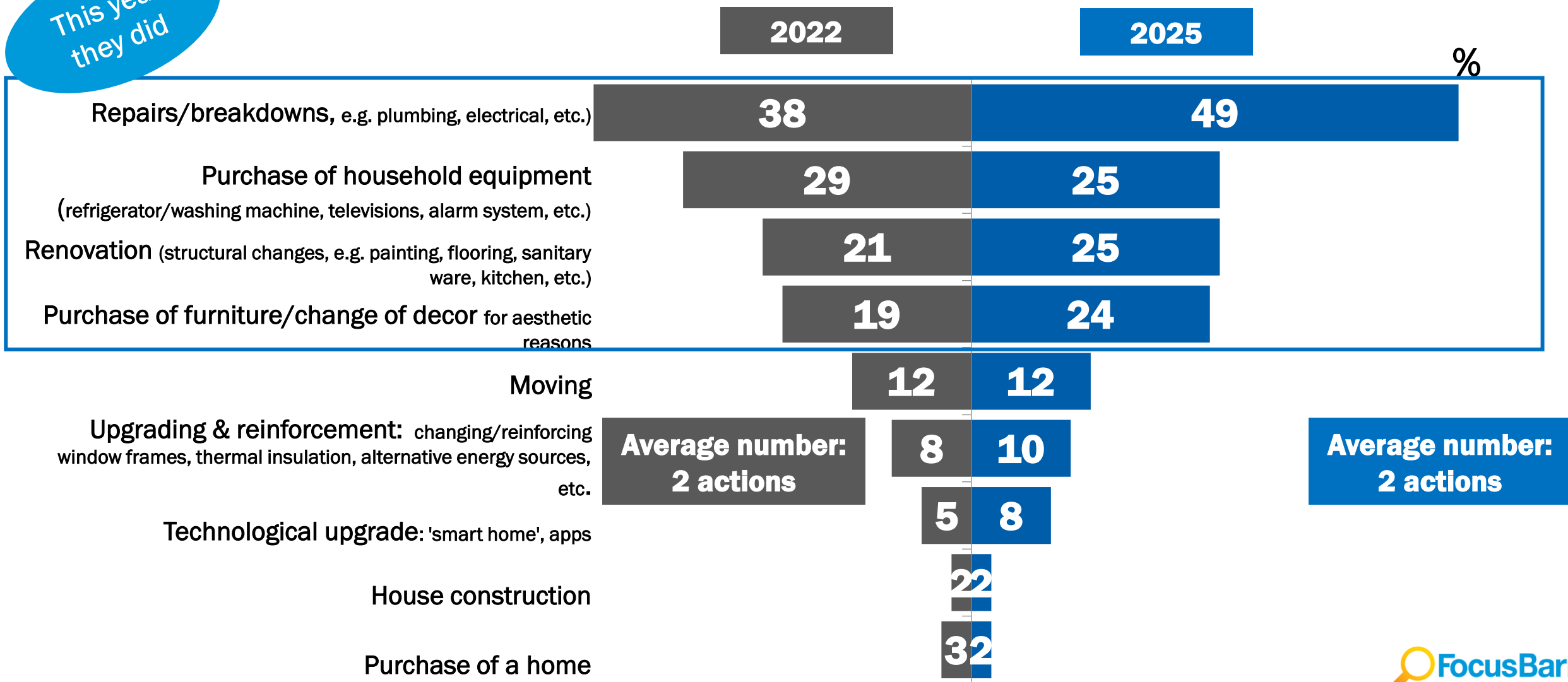
■ At least 1 action

■ Nothing

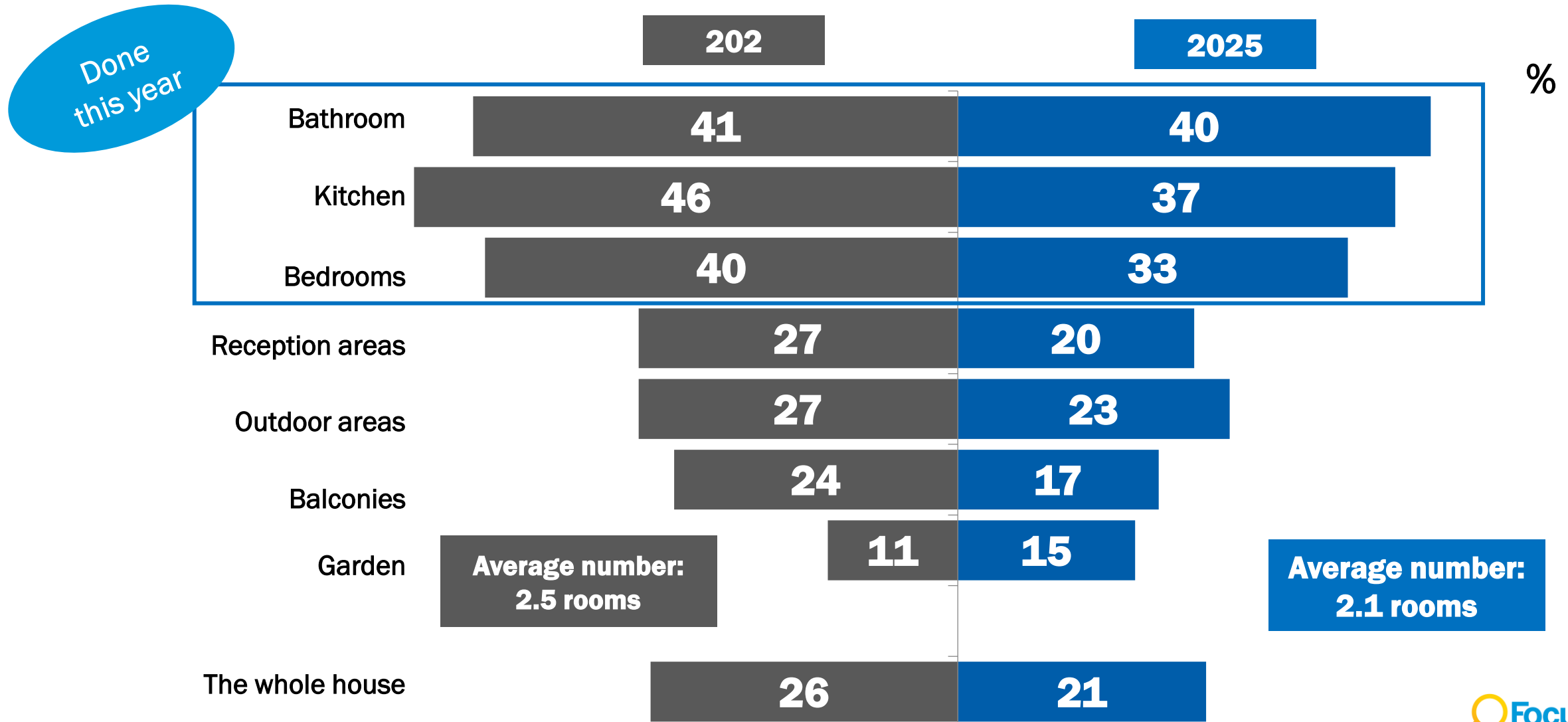
Repairs remain in the lead:

Purchases and aesthetic improvements/renovations come next

This year
they did



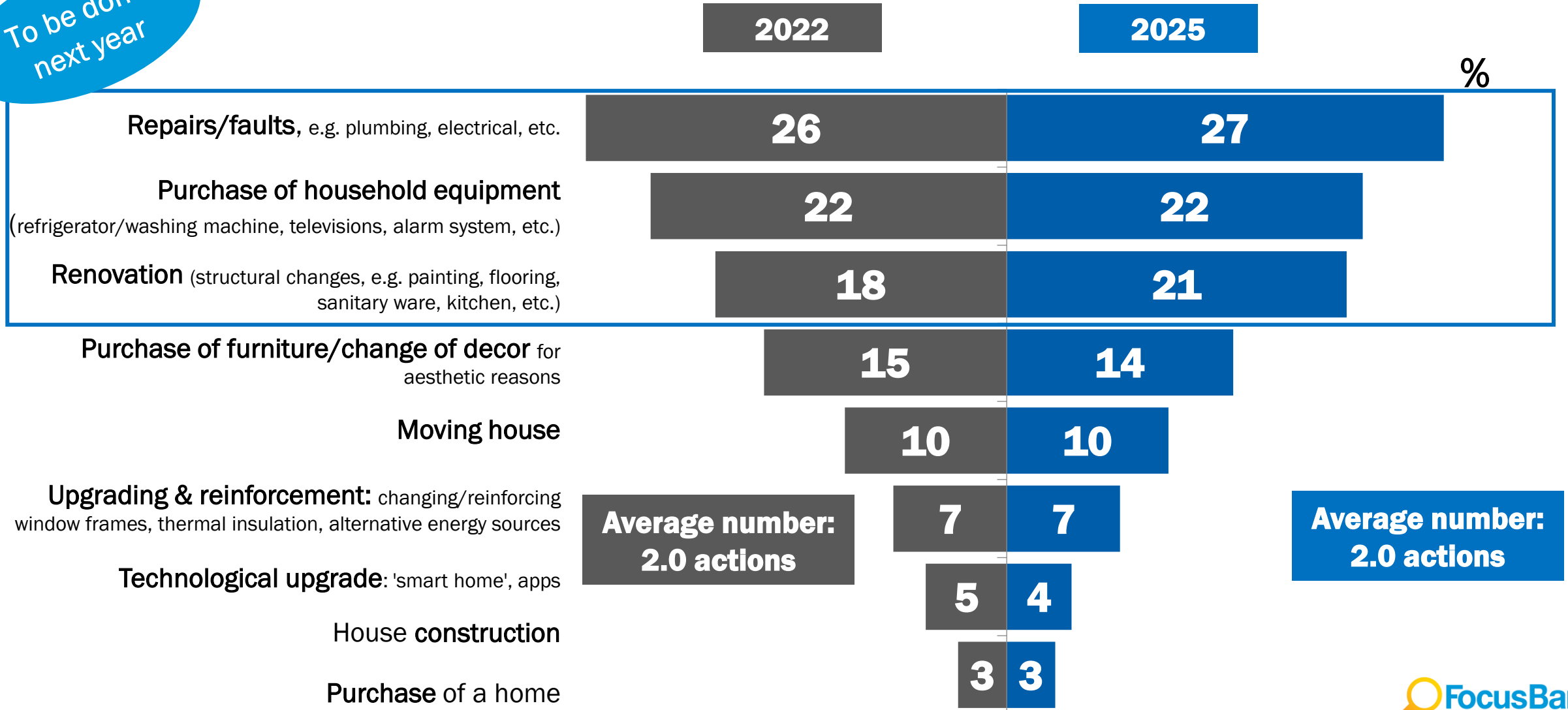
The house "ages" through the bathroom & kitchen: Bedrooms and other areas follow



Resolutions for next year remain stable:

Focus remains on repairs, home equipment and renovation

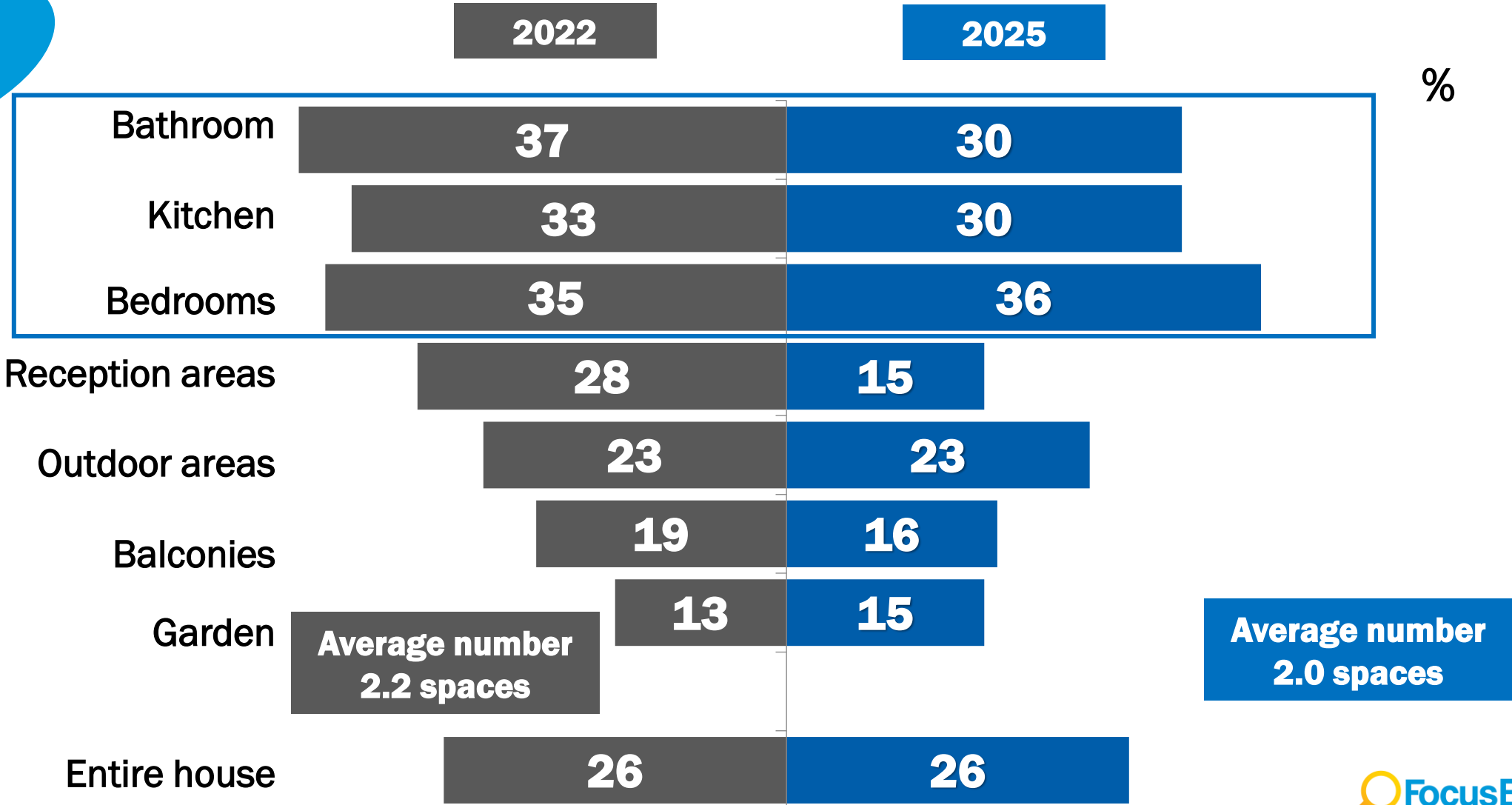
To be done
next year



The same spaces will be renovated:

Bedrooms, bathroom and kitchen take precedence in the plans

To be done next year

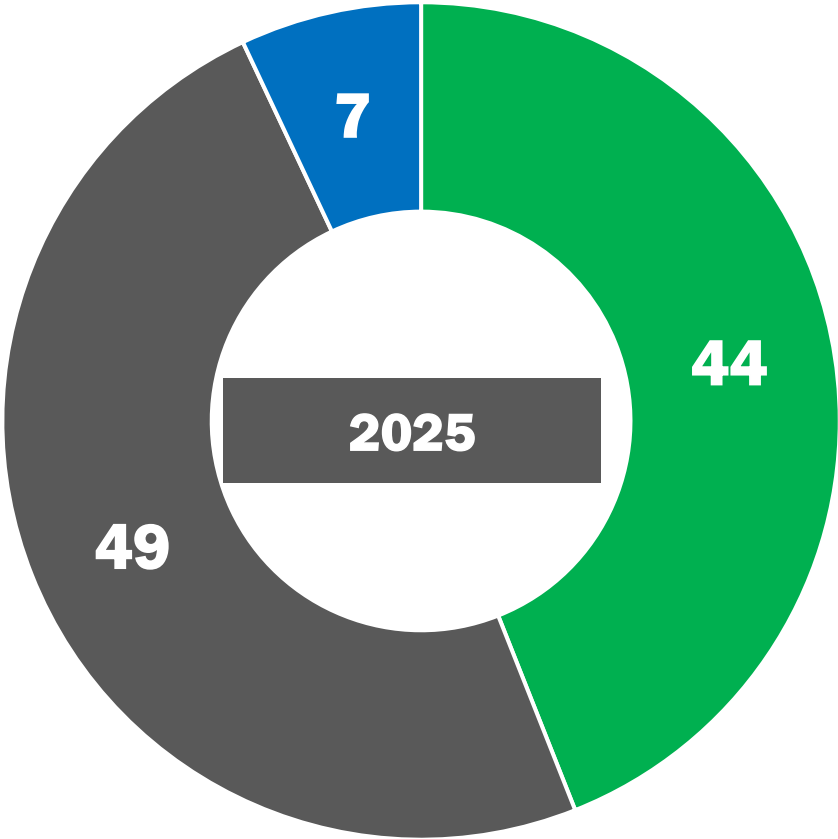
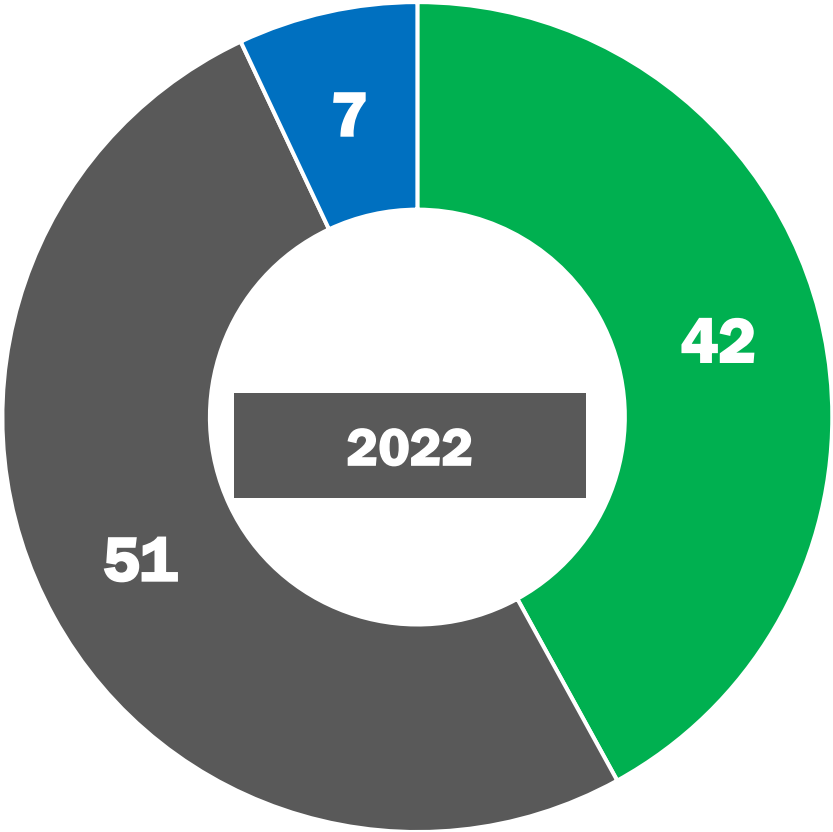


Purchase channels are “shared”:

Omnichannel and physical stores remain important

“Where will you make your next purchases for your home?”

%

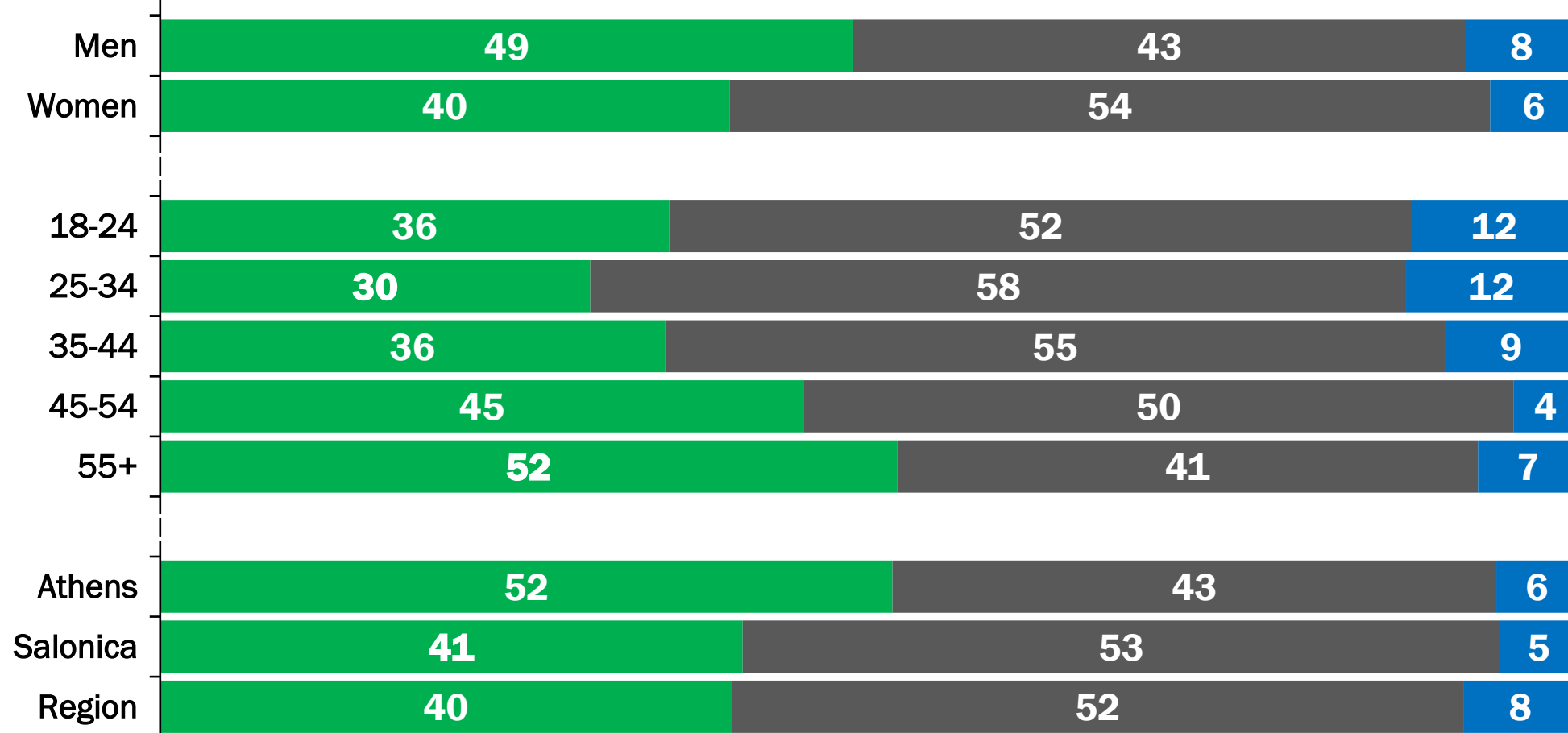


- Mainly from physical stores
- Equally from physical stores and the internet
- Mainly from the internet

Demographic differences are normal:

Younger people are more online - oriented, older people more traditional

"Where will you make your next purchases for your home?"

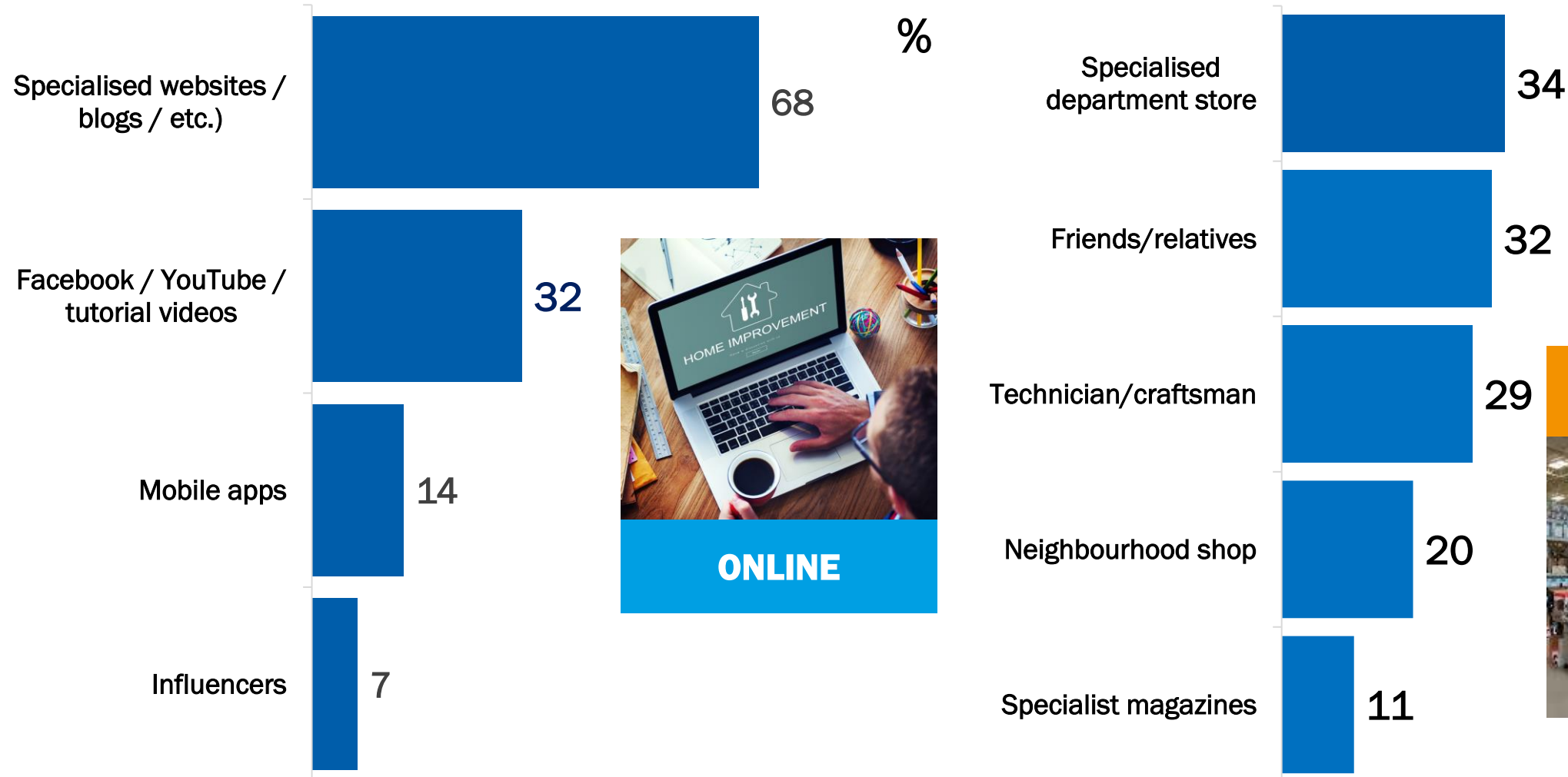


%

■ Mainly from physical stores ■ Equally from physical stores and the internet ■ Mainly from the internet

The "DIY information journey" begins online: With offline "experts" following behind

"Where do you usually get information/search when you want to do DIY shopping and/or more generally for anything related to home equipment and upgrades?"





#3. Key Learning

- *The market remains large and stable*
- *With unpredictable repair needs to continue to reshape the landscape*
- *Bathroom-kitchen-bedrooms are the main areas activity*
- *Information and purchasing channels follow a "multi-step online-offline journey"*

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