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The Digital Greek 2026

Internet, social media & online shopping in Greece

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Our sources

Focus ontechlife
mobile • households • web • kids

Greeks' relationship with technology

Since 1995

Telephone interviews (CATI)

18,000
annual sample

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YouGov

Ongoing nationwide online survey

Shopping habits, attitudes and social issues

Audience and media data

10,000+
annual sample

The Big Picture:

Mobile dominates, time spent on social media is a concern, and the preference for online shopping isn't a given.

MOBILE CONNECTIVITY

98%

They connect to the internet via cell phone

Internet users aged 16–64

TIME SPENT ON SOCIAL MEDIA

65%

Sometimes worry about the time they spend on social media

Ages 18–24

ONLINE SHOPPING

29%

Prefer to shop online rather than at physical stores

Total respondents

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01

Digital Life

How We Connect and What We Do Online



The evolution of Internet use over three decades: universal!

Beginning

Ages 13–54, urban areas with 50,000+ inhabitants

3,604,000

Expansion

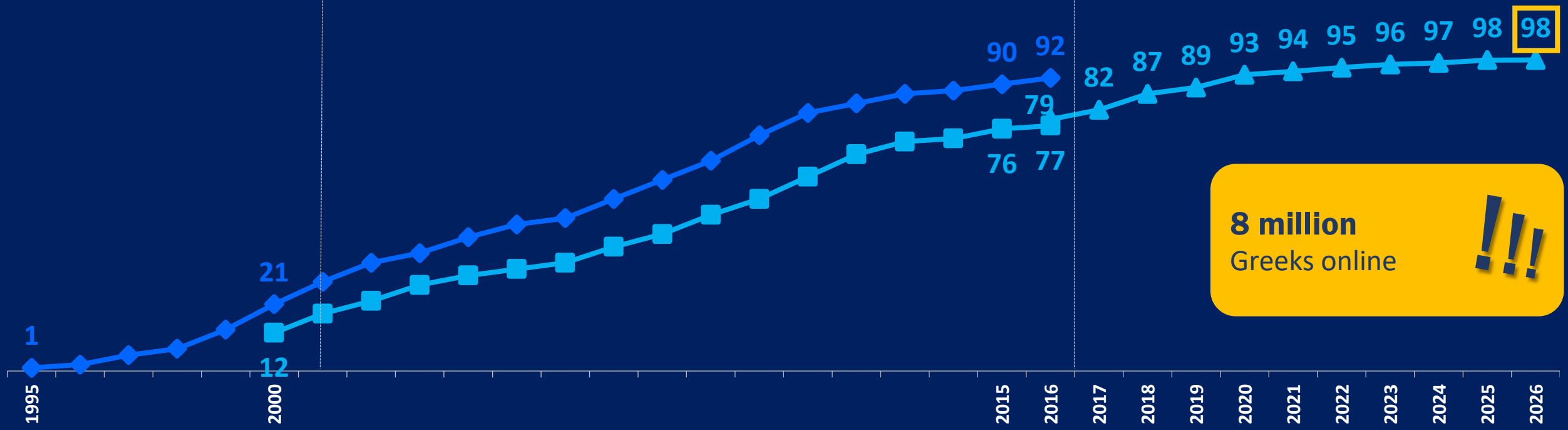
Men and women aged 13–70, urban centres nationwide and surrounding areas within a 25 km radius

6,585,000

Today

Men and Women, ages 13–74, Nationwide

8,073,000

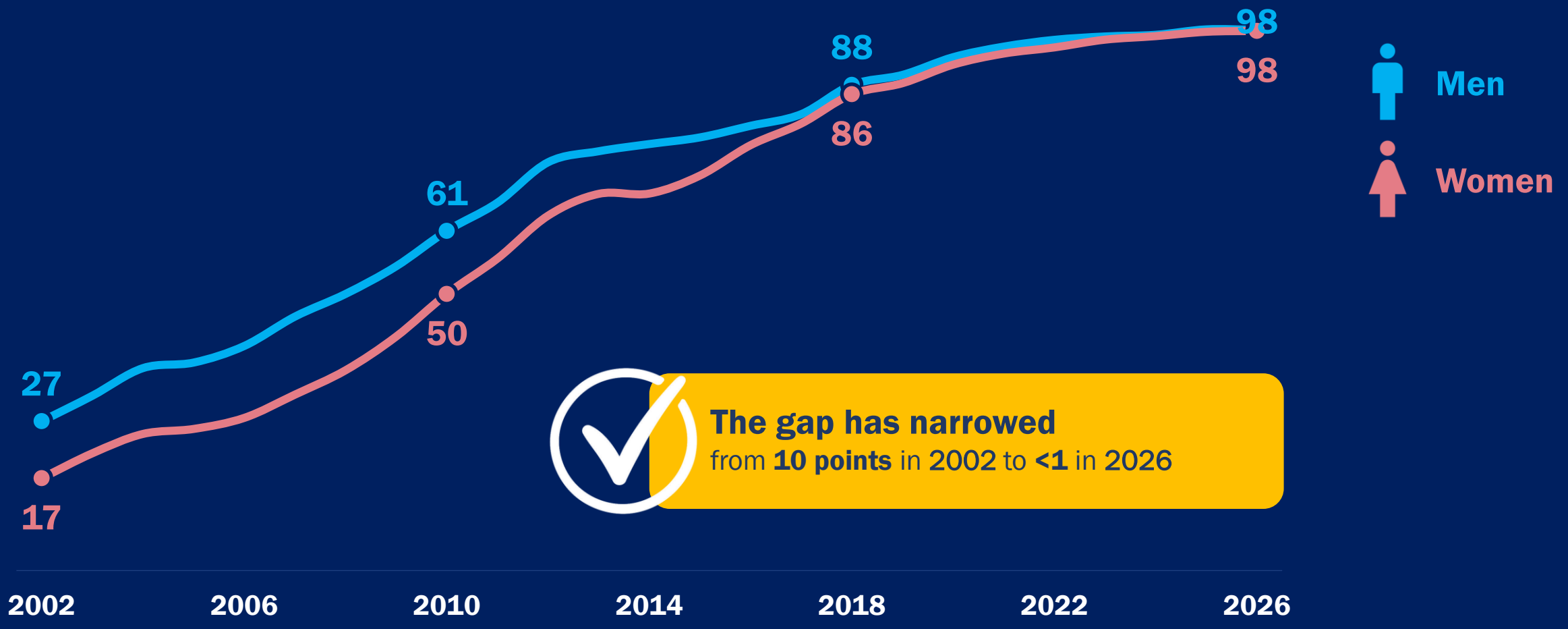


8 million
Greeks online
!!!

Base: Ages 13–74, Nationwide

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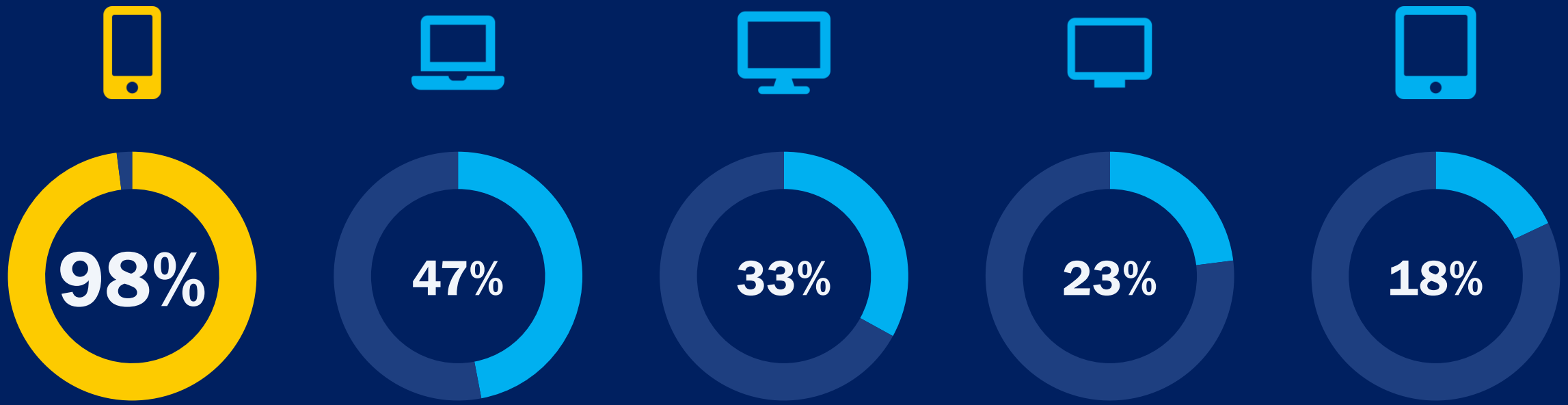
The gap between men and women has closed



Base: Ages 13–74, Nationwide

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Smartphones dominate internet access



Mobile phone

Laptop computer

Desktop computer

Smart TV

Tablet

Base: Internet users (last 30 days), ages 16–64

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Smartphones: Daily internet use, selective attention to ads

96%

Connect via mobile
every day

just over

2 hours

(Average: **135 minutes/day**)
spent online
on their cell phones

1 in 5

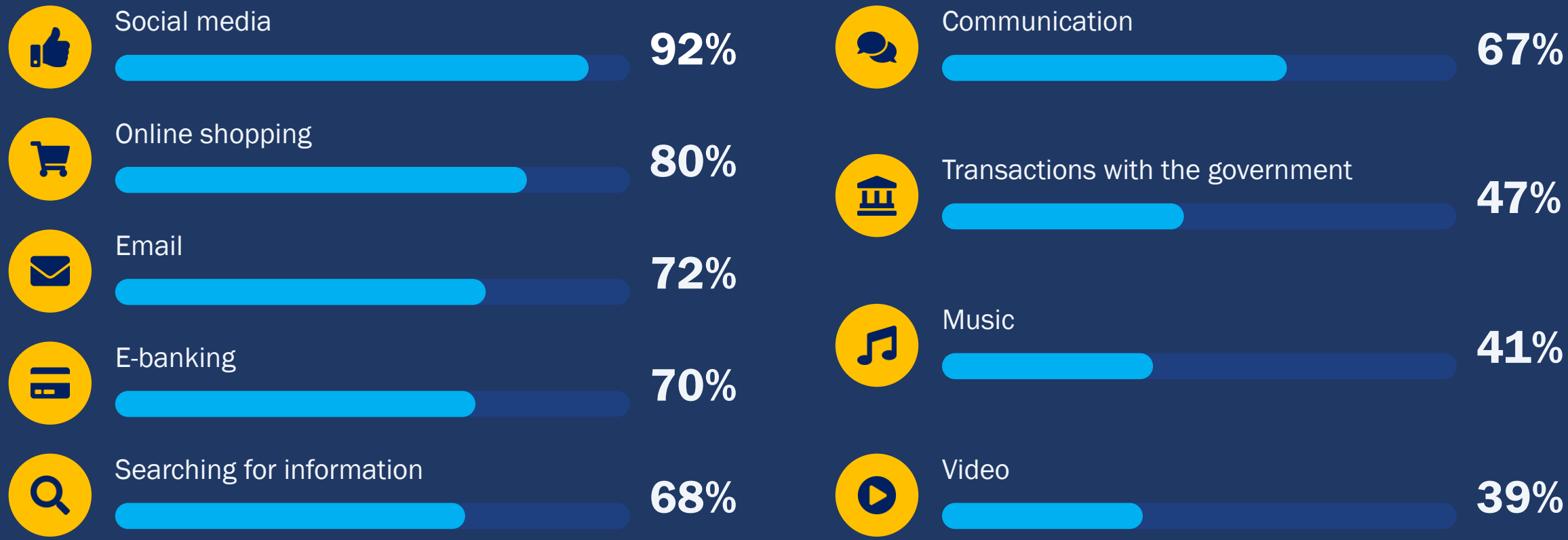


pay **a lot of / quite a bit of attention to ads or promotional material** on their cell phones

Base: Those who accessed the Internet via a mobile phone (last 6 months)

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What Greeks do online on their mobile phones daily/regularly



Intense and consistent daily activity in the mobile–online environment.

Base: Internet users (last 30 days), ages 16–64

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#1 KEY LEARNING

The smartphone is at the center of our digital daily lives.

Daily connectivity increases the likelihood of paying attention to ads, but not for the entire audience.

02

Social Life

How habits differ by age



Social media: Many platforms, varying levels of usage

76% Facebook

74% YouTube

70% Instagram

45% TikTok

22% Pinterest

22% LinkedIn

16% X

Facebook, YouTube, and Instagram lead the way, with TikTok following

Source: YouGov Profiles

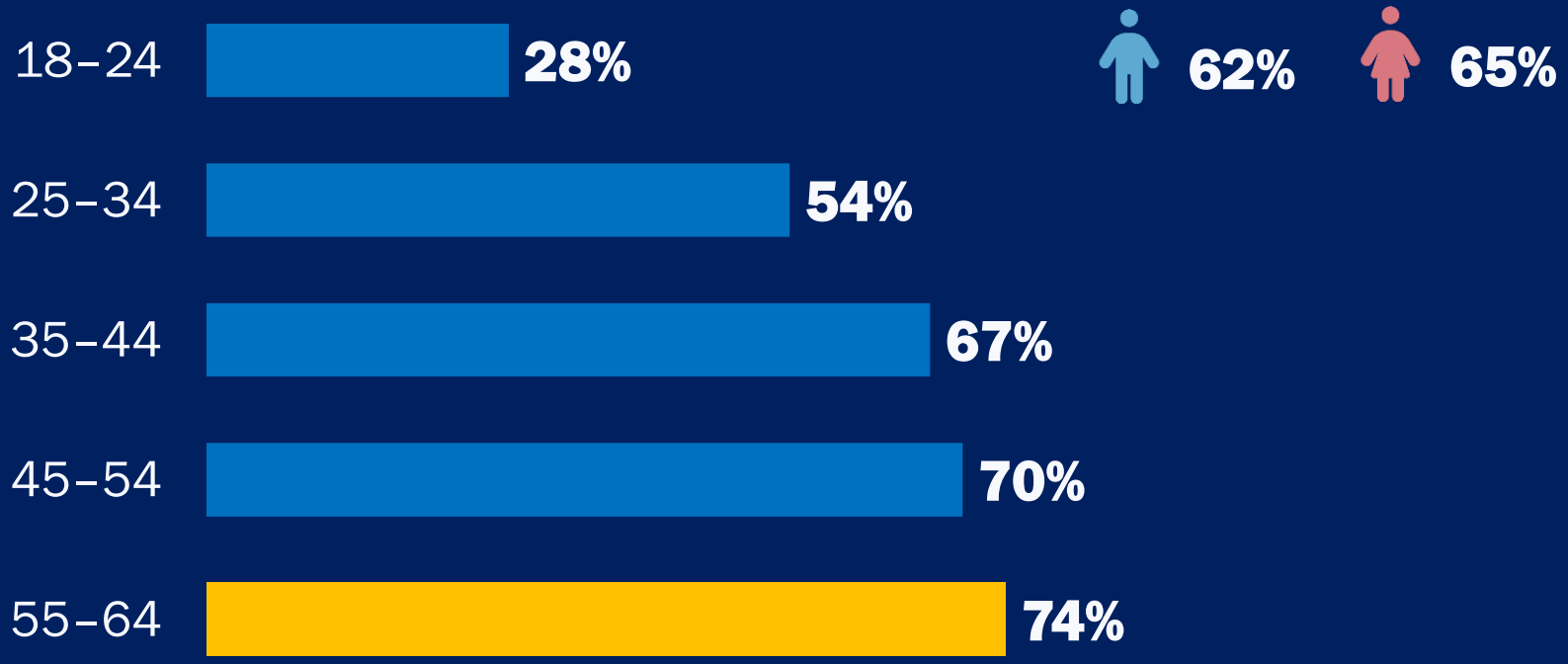
Platform usage, regardless of frequency

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On Facebook, older age groups have the upper hand!

63% *daily*

46% *several times a day*



Among those aged 55–64, 54% log in several times a day

Source: YouGov Profiles

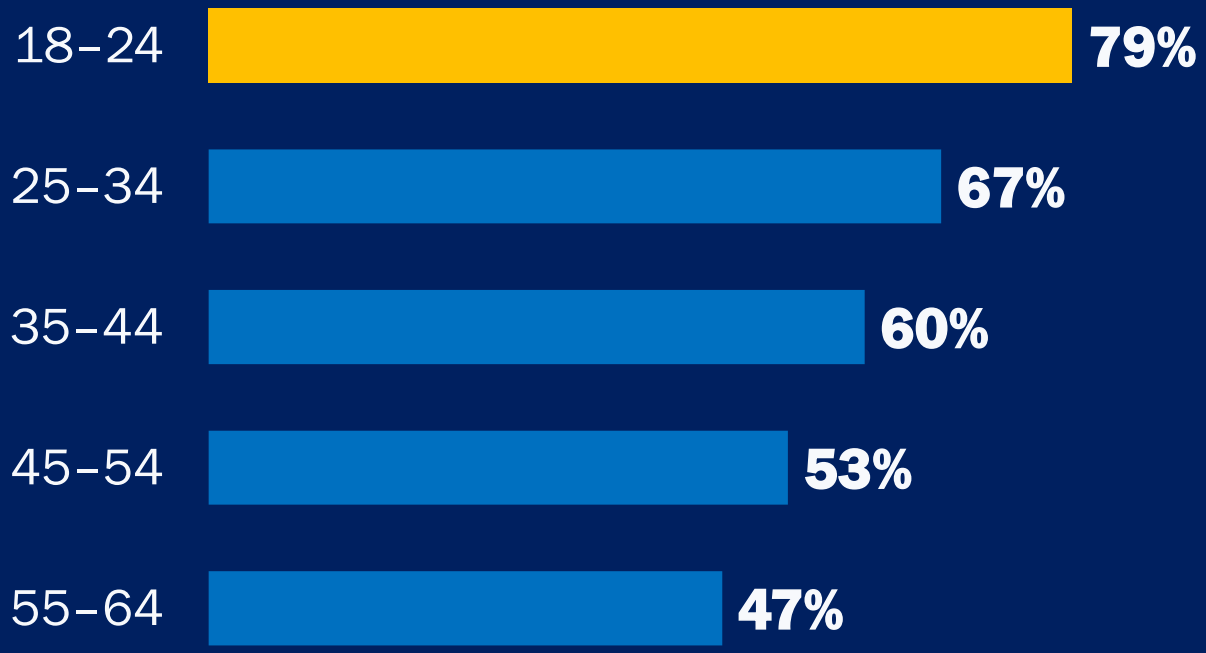
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For young people, Instagram is a daily thing!

58% *daily*

45% *several times a day*





Among those aged 18–24, 73% log in several times a day

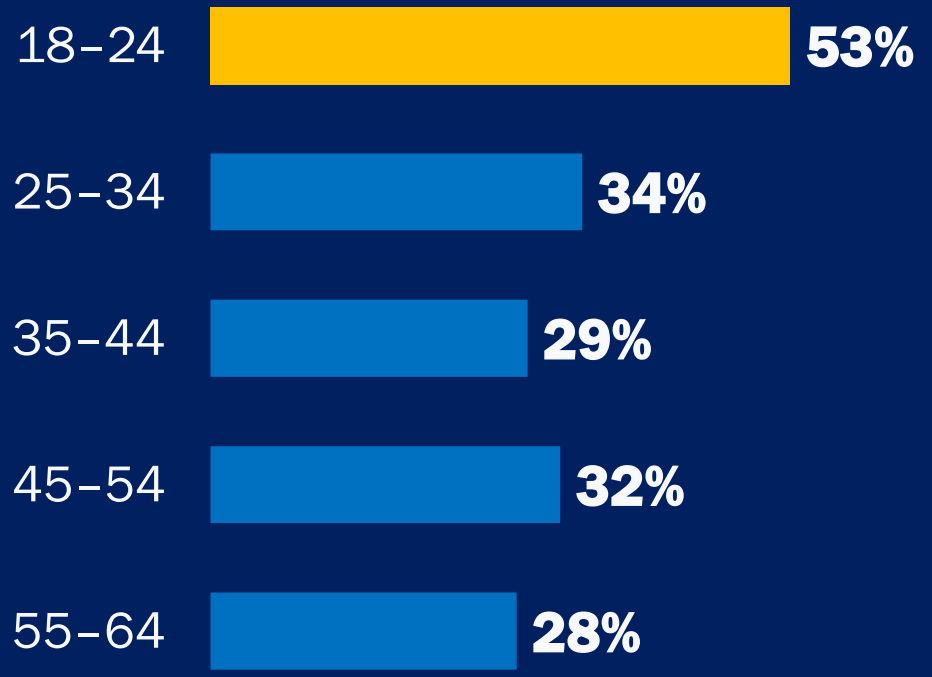
Source: YouGov Profiles

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TikTok: A daily habit that extends beyond the younger age groups

33% *daily*

24% *several times a day*



31% 36%

Among 18–24-year-olds, 46% log in several times a day

Source: YouGov Profiles

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Time spent on social media is a concern, especially for young people

“Sometimes I worry about the time I spend on social media”

51%

Total

65%

Ages 18–24

Concerns about time spent on social media are greater among young people aged 18–24!

Source: YouGov Profiles

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#2 KEY FINDING

Social media is common ground for all generations

Each age group has its own scrolling habits

The amount of time we spend on social media is a cause for concern, especially among younger age groups

03

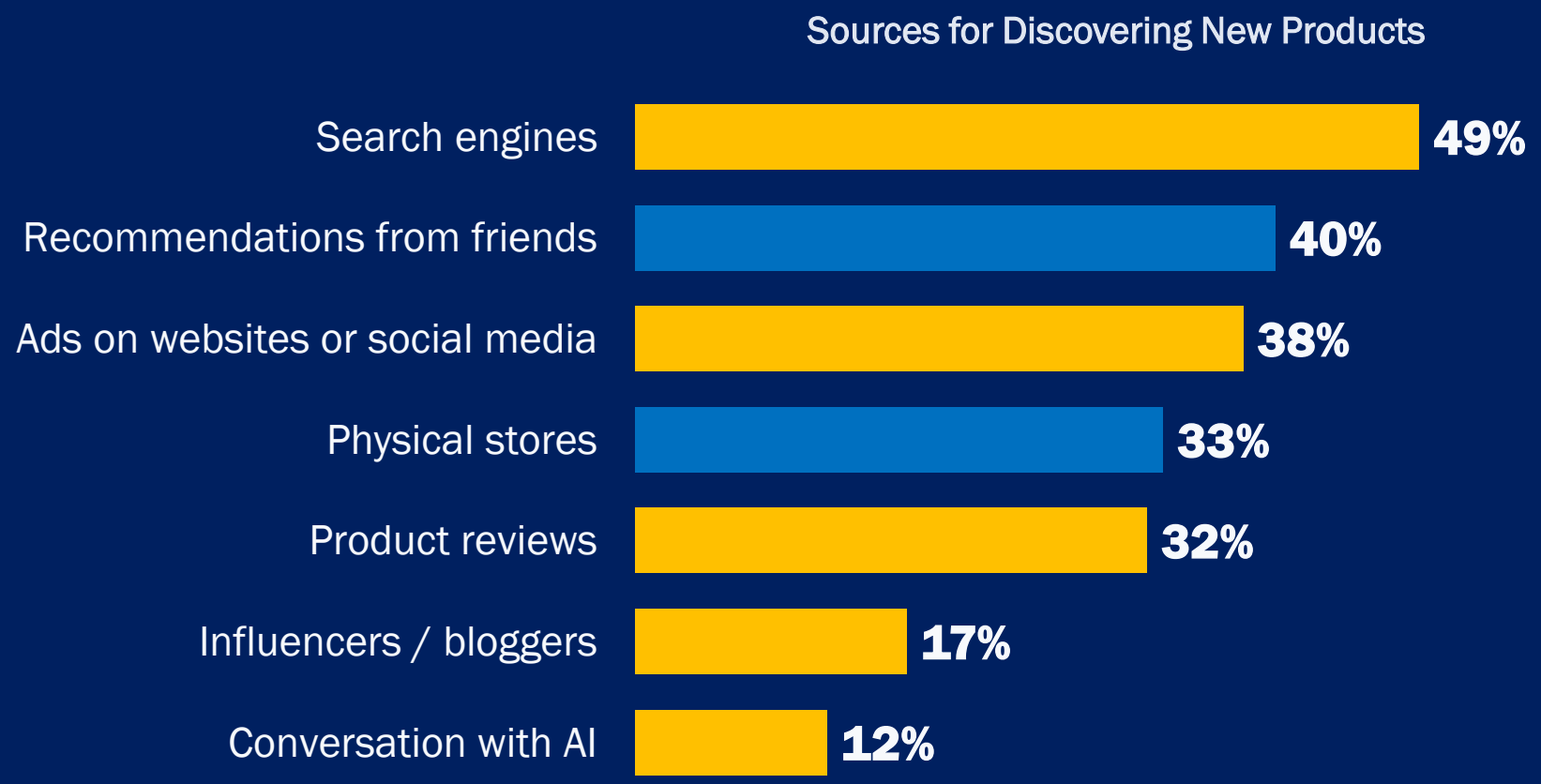
Digital Consumer

How We Discover Products &
How We View Online Shopping



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How we discover new products



32%

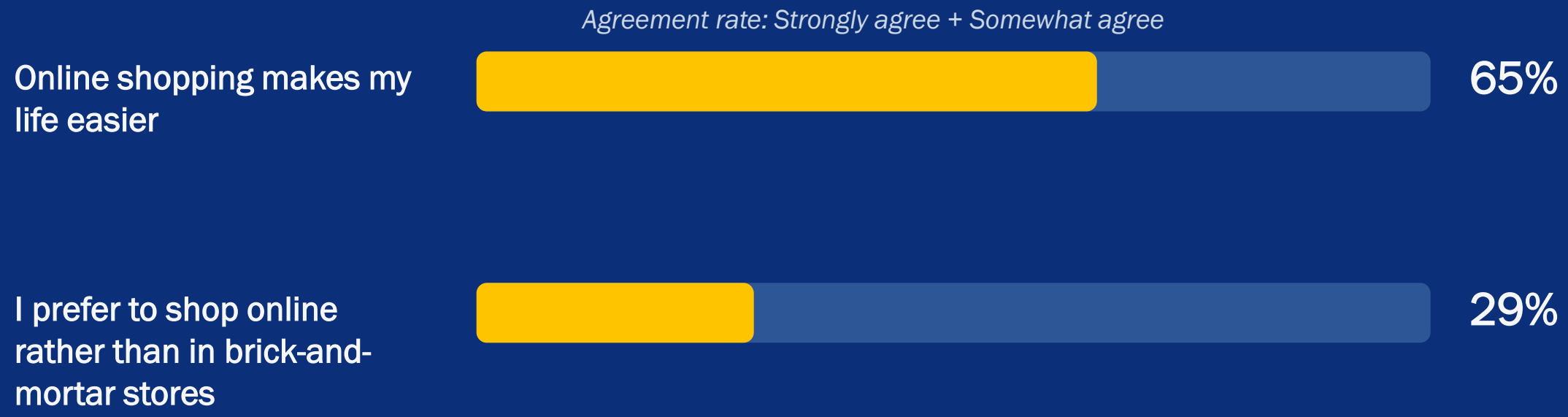
of 18–24-year-olds
discover new products through
influencers / bloggers

Digital channels: many paths, new discoveries!

Source: YouGov Profiles

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Online shopping: Convenience wins out, but preference isn't a given



The convenience of online shopping is widely recognized, though it doesn't replace the preference for brick-and-mortar stores.

Source: YouGov Profiles

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#3 KEY LEARNING

Online shopping wins in terms of convenience.

But not necessarily in terms of preference.

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So what?

Mobile devices provide immediate access to the audience. Attention must be earned.

Mobile communication requires content that interests and serves the audience.

Social media is common ground. Every audience needs its own approach.

The habits of each age group guide the choice of platform and content.

The convenience of online shopping is widely recognized. However, consumer preference is not a given.

For brands, it's important to understand what encourages consumers to choose the online channel

Understanding consumers' digital habits helps businesses select channels and content and tailor the shopping experience.

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Thank you!

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