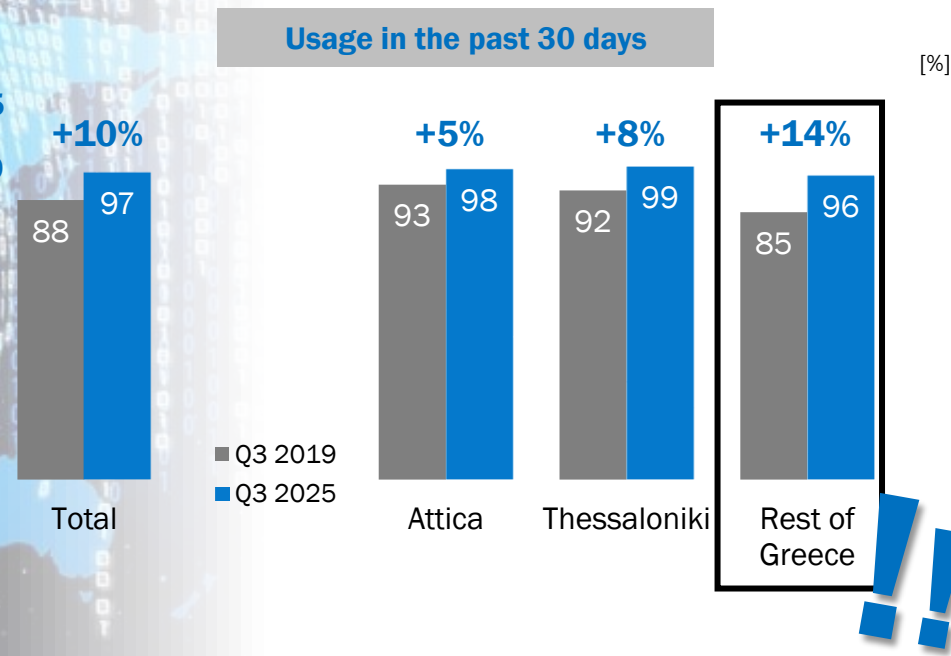


Focus on tech life tips

Period: July - October 2025

Greece is becoming ever more digital...



**... with citizens
from all corners of the country
participating actively online**

Base: 13-74, Total Greece

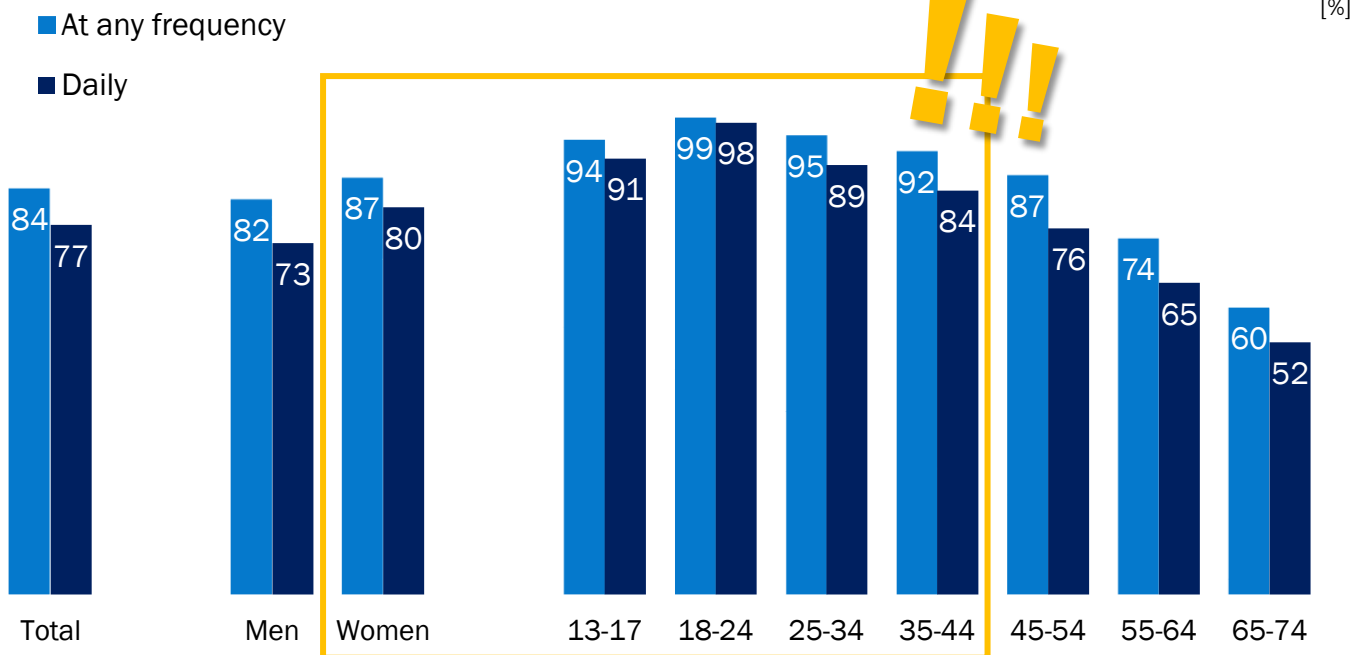
Content with the highest impact among web users

Top 3

		18-24	25-34	35-49	50+
Food and cooking	56%	55%	57%	56%	57%
Entertainment and comedy	49%	57%	53%	51%	42%
Health and wellness	45%	36%	42%	46%	48%
Travel and adventure	39%	33%	35%	38%	42%
News	38%	32%	31%	36%	46%
Beauty and fashion	34%	41%	39%	34%	28%
Educational content and tutorials	32%	35%	34%	33%	29%
Sports	30%	31%	28%	31%	29%
Business and finance	29%	32%	35%	29%	26%
History	28%	21%	24%	27%	33%
Politics	25%	22%	20%	22%	31%
Technology and reviews	25%	23%	25%	25%	26%
Family	23%	15%	21%	31%	18%
Art	20%	17%	18%	19%	22%
Crime	19%	26%	23%	18%	15%
Gaming and e-sports	14%	24%	21%	14%	7%

Online audiences show the highest engagement with topics around **gastronomy, entertainment, and health**

Women are the primary users of social media



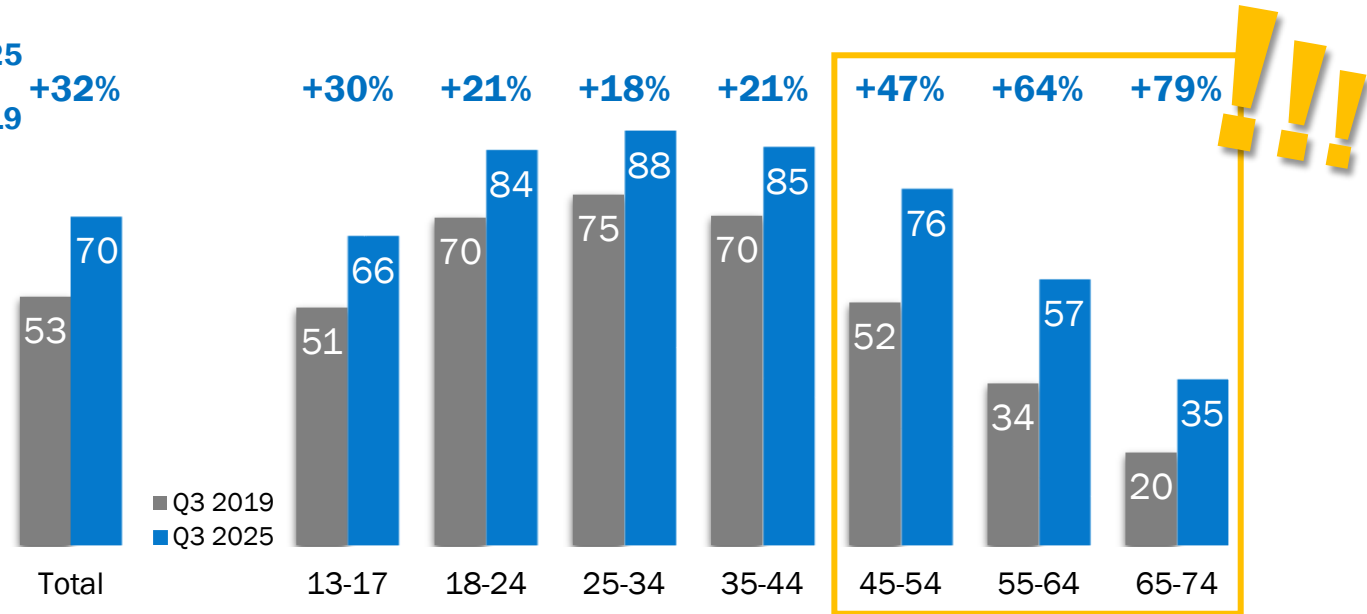
Younger ages, up to 44 years old,
are **more active** on social media

7 out of 10 ^[70%] have made at least one online purchase ^[last 6 months]



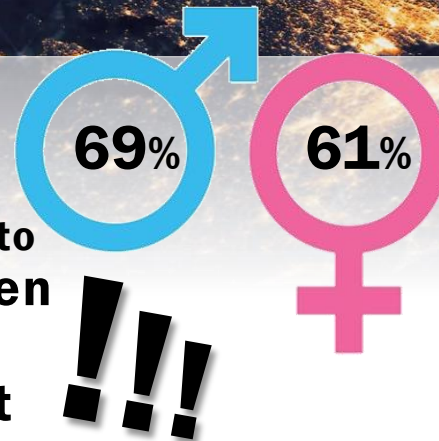
Following the pandemic-driven surge in e-commerce, the habit has solidified in Greece, leading to **[+32%] more online shoppers across every age group...**

**Q3 2025
vs.
Q3 2019** **+32%**

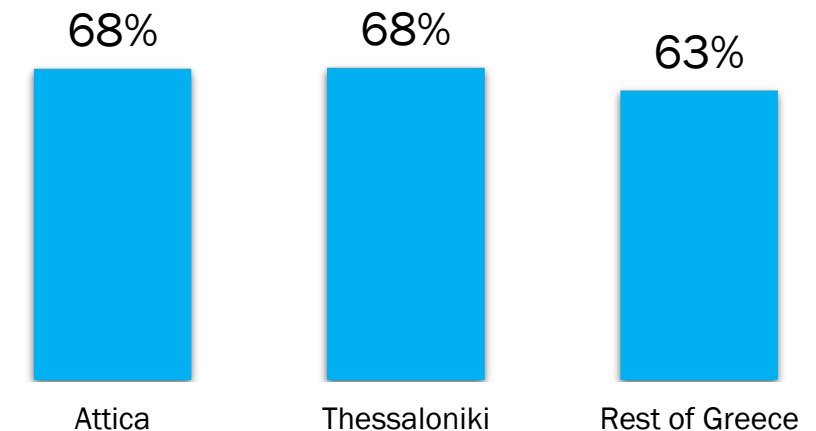




65% of Greeks
recognize that **5G**
improves their digital
experience



**Compared to
women, men
are more
confident**





ID Survey

CATI telephone interviews
to a representative nationwide sample of
9,000 people per semester, covering the
total population of the country
from 13 to 74 years old

Thank you 😊

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