

FOCUS ON TECH LIFE • WEB • JANUARY-JUNE 2026

From Gen Z to Gen X: How online shopping is changing

What's in each generation's shopping cart

Survey profile

Population

16-64

Years old



Sample

1.500

People



Geographic coverage

**Total
Greece**



CAWI

(Computer Assisted Web Interviews)

Online survey via the
YouGov panel



Survey period: January-June 2026

Generations covered

01

Gen Z

Ages 16–29

n=413

02

Millennials

Ages 30–45

n=475

03

Gen X

Ages 46–61

n=548

8 in 10 Greeks (80%) shop online

Gen Z

76%

are e-shoppers

Base: Internet users (last 30 days)

27 purchases

on average over the last six months

Base: e-shoppers (last 6 months)

Millennials

82%

are e-shoppers

Base: Internet users (last 30 days)

29 purchases

on average over the last six months

Base: e-shoppers (last 6 months)

Gen X

82%

are e-shoppers

Base: Internet users (last 30 days)

23 purchases

on average over the last six months

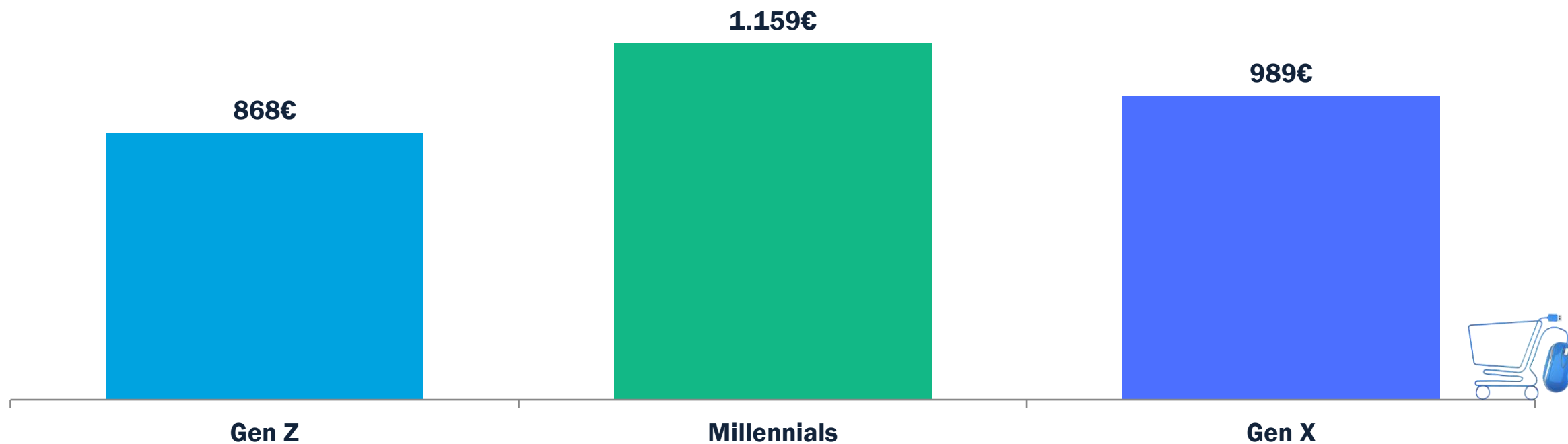
Base: e-shoppers (last 6 months)

Online shopping penetration is high across all generations, with Millennials and Gen X marginally ahead (82%). However, Millennials stand out in purchase frequency, while Gen Z shops more frequently than Gen X.

How much they spend



Average total online spend by generation (last 6 months)



Millennials have the highest online purchase spend, reaching €1,159 over the past six months — about 34% higher than Gen Z. Gen X follows at €989

Top5 online purchase categories

Top categories and average spend by generation (last 6 months)

Gen Z

Ages 16–29

1.	Clothing	44% → 146€
2.	Food / delivery	36% → 140€
3.	Shoes	25% → 121€
4.	Boat / train / bus tickets	21% → 98€
5.	Air tickets	20% → 305€

Millennials

Ages 30–45

1.	Clothing	41% → 171€
2.	Food / delivery	40% → 199€
3.	Shoes	34% → 122€
4.	Vitamins / Supplements	25% → 81€
5.	Electronics	25% → 263€

Gen X

Ages 46–61

1.	Clothing	43% → 128€
2.	Shoes	32% → 113€
3.	Food / delivery	29% → 153€
4.	Cosmetics	28% → 74€
5.	Electronics	23% → 225€

Clothing, footwear and food delivery form a common core across all three generations, confirming their broad online shopping. Gen Z leans more towards transport and travel, while Millennials and Gen X show a more housing-oriented purchasing profile. Delivery is the only category combining high penetration and high spend across all generations.

Where they spend the most

Top 5 categories with the highest average amount by generation (last 6 months)

Gen Z Ages 16–29	Millennials Ages 30–45	Gen X Ages 46–61
1. Furniture / household items567€	1. Hotels / accommodation394€	1. Hotels / accommodation507€
2. Air tickets305€	2. Pet products362€	2. Air tickets500€
3. Electronics295€	3. Furniture / household items335€	3. Supermarket409€
4. Electrical appliances259€	4. Supermarket330€	4. Webinars271€
5. Hotels / accommodation254€	5. Air tickets327€	5. Electrical appliances243€

Online spending patterns reflect the different priorities of each generation: Gen Z focuses on setting up and on travel, Millennials on home and family, while Gen X leans more towards travel, experiences and self-improvement

How they pay

Payment methods (last 6 months)

Gen Z Ages 16–29	Millennials Ages 30–45	Gen X Ages 46–61
Debit card56%	Debit card66%	Debit card62%
Digital wallets41%	Digital wallets34%	Cash on delivery33%
Cash on delivery34%	Cash on delivery31%	Credit card28%
Credit card24%	Credit card23%	Digital wallets26%

Gen Z appears most comfortable with digital payment methods, while Millennials place greater emphasis on managing their day-to-day and family budget through debit cards; while Gen X maintains a more traditional mix, with greater use of credit cards

KEY TAKEAWAYS

4 e-commerce insights by generation

1

E-commerce is now a habit across all three generations

Online shopping penetration is high with relatively small differences: 76% among Gen Z and 82% among Millennials and Gen X

2

Millennials are the most active e-shoppers

They make the most purchases (29) and record the highest six-month spend (€1,159)

3

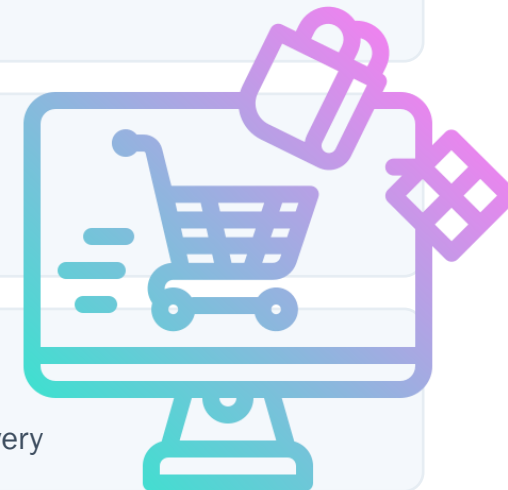
Purchase priorities vary across generations

Gen Z: setting up their lives and travel · Millennials: home and family · Gen X: travel, experiences and self-improvement

4

Debit cards lead across all generations

Gen Z stands out for its use of digital wallets (41%), while Gen X shows a stronger preference for credit cards and cash on delivery



Thank you!

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