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The Consumer Is Changing. Are You?

The latest developments in Greek society & the market



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ecommerce Digital Marketing World

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What we will cover

01 **The Digital Greek Today**
Progress across all indicators

02 **Insights on e-commerce**
Consumer Trends & Generations

03 **Greeks and AI**
Perceptions, relationship & adoption in practice

My sources

Focus ontechlife
mobile · households · web · kids

Greeks' relationship with technology

Since 1995

Telephone interviews (CATI)

18.000
annual sample

YouGov Profiles by FocusBari

Continuous nationwide online research

Shopping habits, attitudes and social issues

Audience and media data

10.000+
annual sample

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Nationwide survey on Artificial Intelligence

Adults 18+ · Online interviews via YouGov Panel

Fieldwork: 29/09–05/10/2026

1.009
participants

01:
The Digital Greek Today

Progress across all indicators



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Three decades of internet adoption: almost universal!

The beginning

Ages 13–54, urban areas 50K+

3.604.000

Expansion

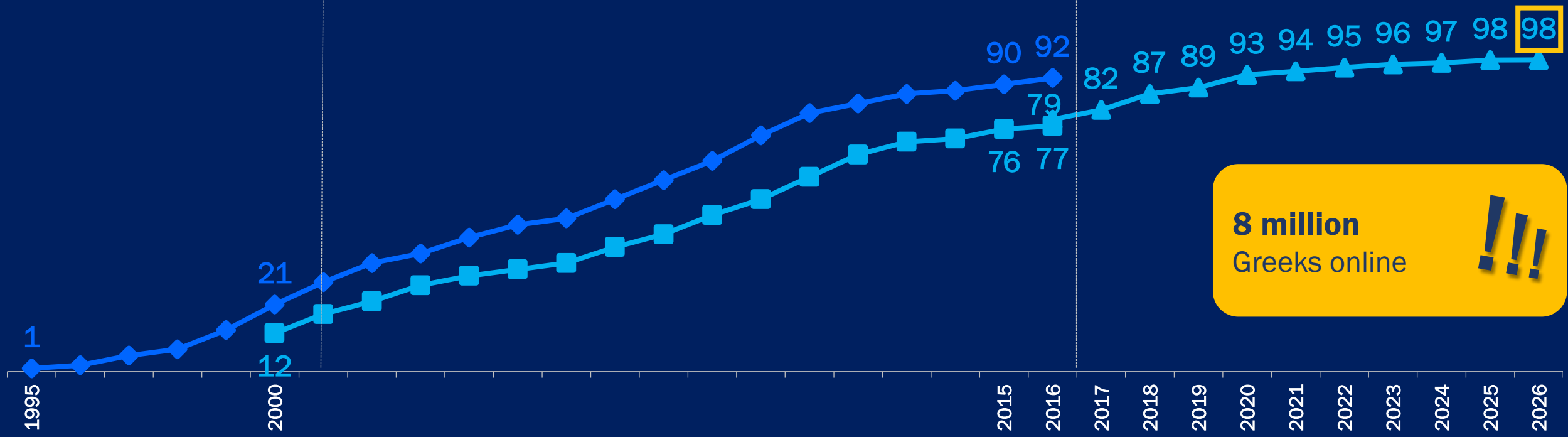
Men and women aged 13–70, nationwide (excluding 25 km)

6.585.000

Today

Men and women aged 13–74, nationwide

8.073.000



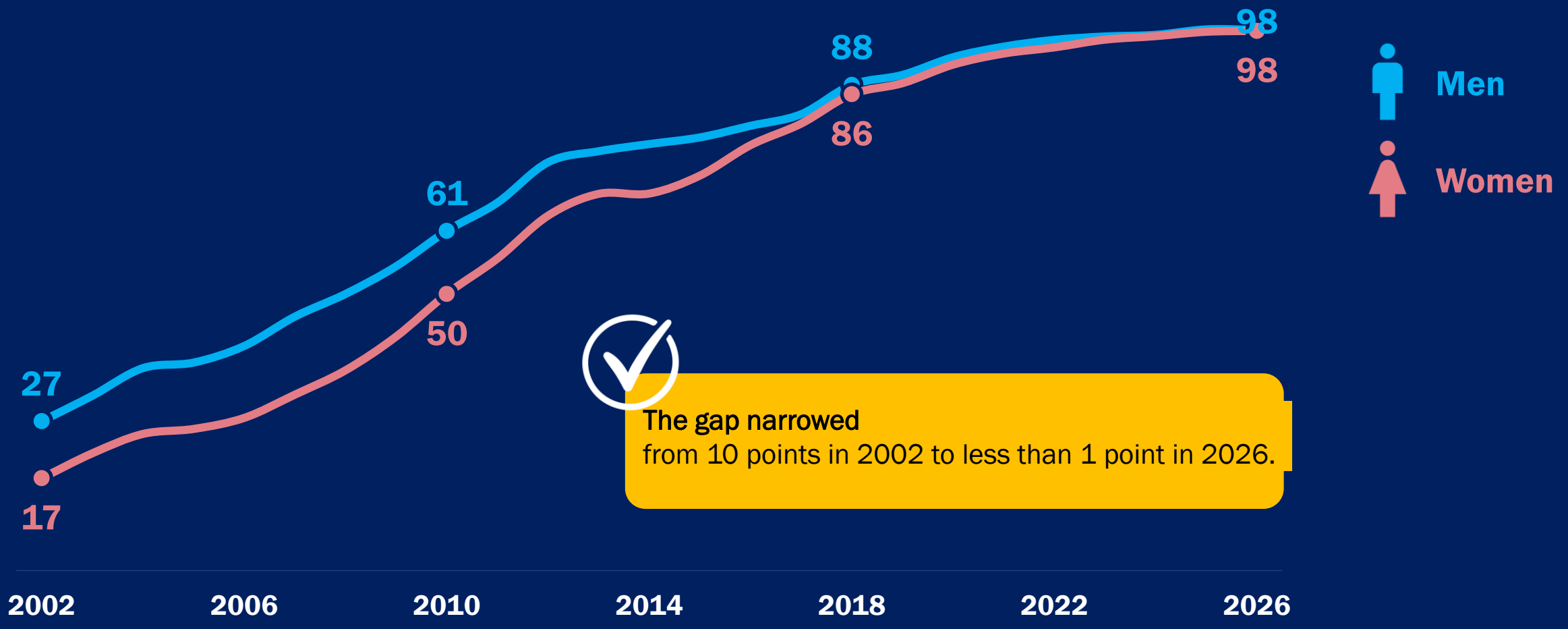
8 million
Greeks online

!!!

Base: Ages 13–74,

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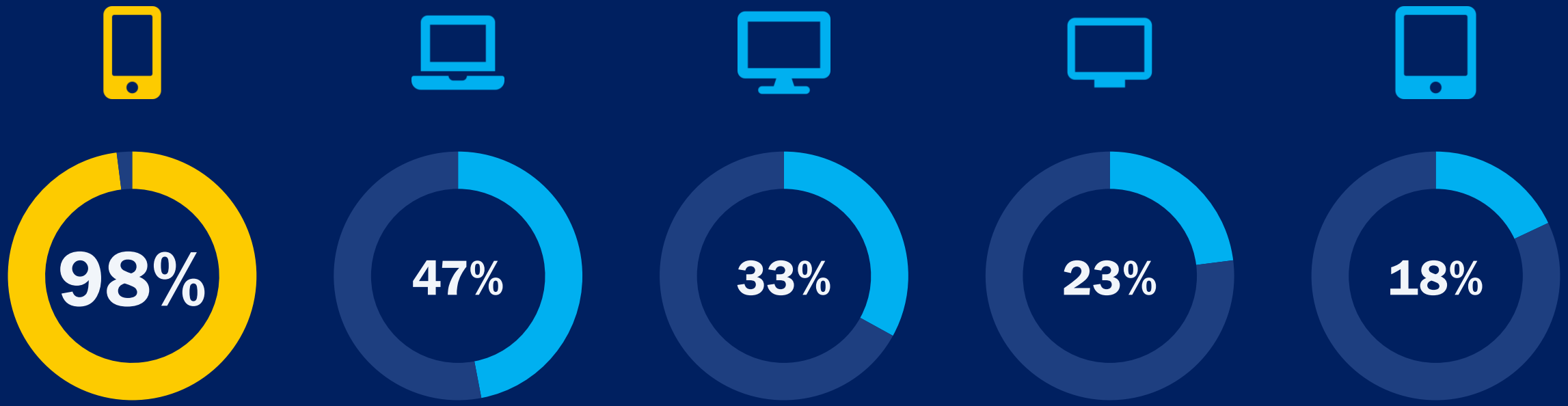
Men, women and all age groups across both genders



Base: Ages 13–74, nationwide

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The smartphone is the go-to gateway to the internet



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

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Mobile use shapes and drives business strategies

96%

Connect via mobile
every day

slightly more than

2 hours

(Average: 135 minutes/day)
spent online
via mobile

1 in 5

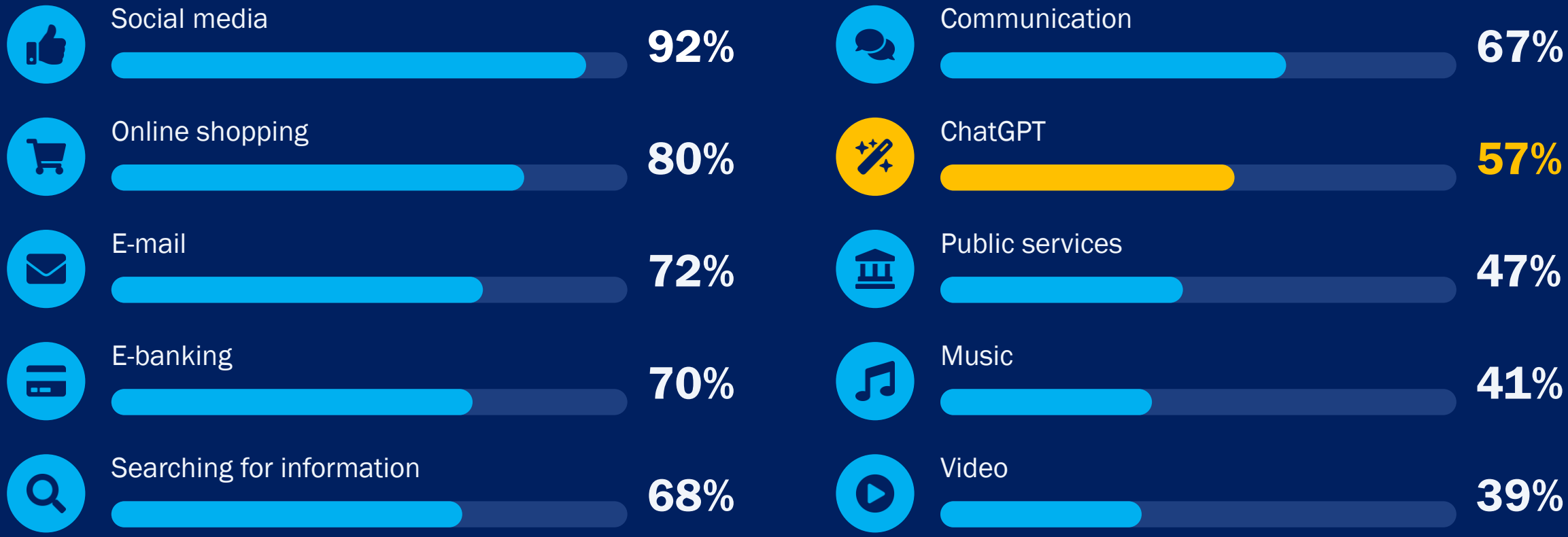


pay a lot / quite a lot of attention to
ads or promotional content on mobile

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

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What people do on mobile, online daily / regularly



Less than four years after ChatGPT launched, 3 in 5 use it regularly!

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

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01
KEY LEARNING

All Greeks—even older age groups—live an online daily life

The smartphone is everyone's personal tool for everything, with the risk of becoming addictive

Continuous—often exclusive—mobile access shapes, determines & drives marketing and e-commerce business strategies



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02:
Insights on e-commerce

Consumer trends & generations



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The consumer is changing... but what has changed?

In a world of endless choices, we seek quick decisions and avoid overthinking!

Competition

Consumers look for ways to meet a need, not for brands

Communication

A promise that seems amazing to you may mean nothing to someone else

The importance of price

Without a compelling reason to choose a brand, price determines the purchase

So the crucial question is not “What product do we offer?” but...
“Why should consumers choose us?”

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Getting inside the consumer's mindset

When choices are endless, multidimensional and omnichannel, we need to understand the consumer's specific situation and identify the one compelling reason to choose us:



Convenience / ease



Opportunity / offer



Solution / fulfilment



Experience / moment

Potential motivations vary by person and situation!

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The multidimensional burger example

01 Convenience



Three clicks and it arrives at their door! They are buying time, not a burger!

02 Opportunity



A flash deal triggers a purchase driven by opportunity, not hunger!

03 Solution



The fridge is empty and the kids are hungry! It meets the need perfectly!

04 Experience



A Friday night out with friends. The competitor here is a bar!

The same product faces different competition and motivations in each situation

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How do generations shop? From Gen Z to Gen X



01

Gen Z : 16-29

76%



02

Millennials : 30-45

82%



03

Gen X : 46-61

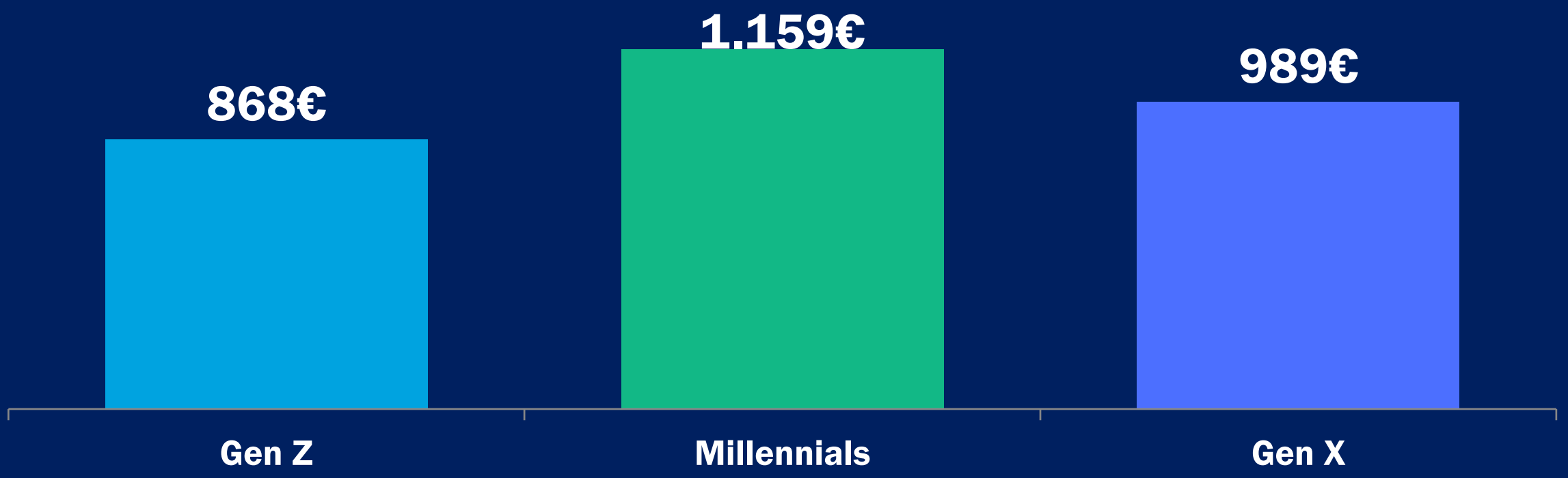
82%

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How frequent and active are e-shoppers in each generation?

Their online purchases over the last six months:



27 purchases

29 purchases

23 purchases

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What does each generation prefer to buy online?

Gen Z

1.	Ρούχα	44% → 146€
2.	;Φαγητό / delivery	36% → 140€
3.	Παπούτσια	25% → 121€
4.	Εισιτήρια ακτοπλοϊκά, τρένων, λεωφορείων	21% → 98€
5.	Αεροπορικά εισιτήρια	20% → 305€

Millennials

1.	Ρούχα	41% → 171€
2.	Φαγητό / delivery	40% → 199€
3.	Παπούτσια	34% → 122€
4.	Βιταμίνες / συμπλ.	25% → 81€
5.	Ηλεκτρονικά	25% → 263€

Gen X

1.	Ρούχα	43% → 128€
2.	Παπούτσια	32% → 113€
3.	Φαγητό / delivery	29% → 153€
4.	Καλλυντικά	28% → 74€
5.	Ηλεκτρονικά	23% → 225€

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How does each generation prefer to pay for online purchases?

Gen Z		Millennials		Gen X	
Debit card	56%	Debit card	66%	Debit card	62%
Digital wallets	41%	Digital wallets	34%	Cash on delivery	33%
Cash on delivery	34%	Cash on delivery	31%	Credit card	28%
Credit card	24%	Credit card	23%	Digital wallets	26%

Digital wallets are growing strongly among younger consumers

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Positive coexistence, lifestyle and shopping opportunities!

65% - 69% - 68%
"Online shopping makes my life easier"

35% - 42% - 38%
"I enjoy browsing online for services to buy"

47% - 60% - 43%
"I have bought second-hand / vintage items online in the last 12 months"

31% - 34% - 25%
"I prefer shopping online to shopping in physical stores"

60% - 67% - 72%
"I enjoy browsing online for products to buy"

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02.
KEY LEARNING

Online shopping is now a natural part of everyday life for all Greeks

Although generations differ in habits and preferences, commerce is one: channels are used interchangeably depending on the product, need, spending, occasion, timing and moment!



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03:

Greeks and AI

Perceptions, relationship & adoption in practice



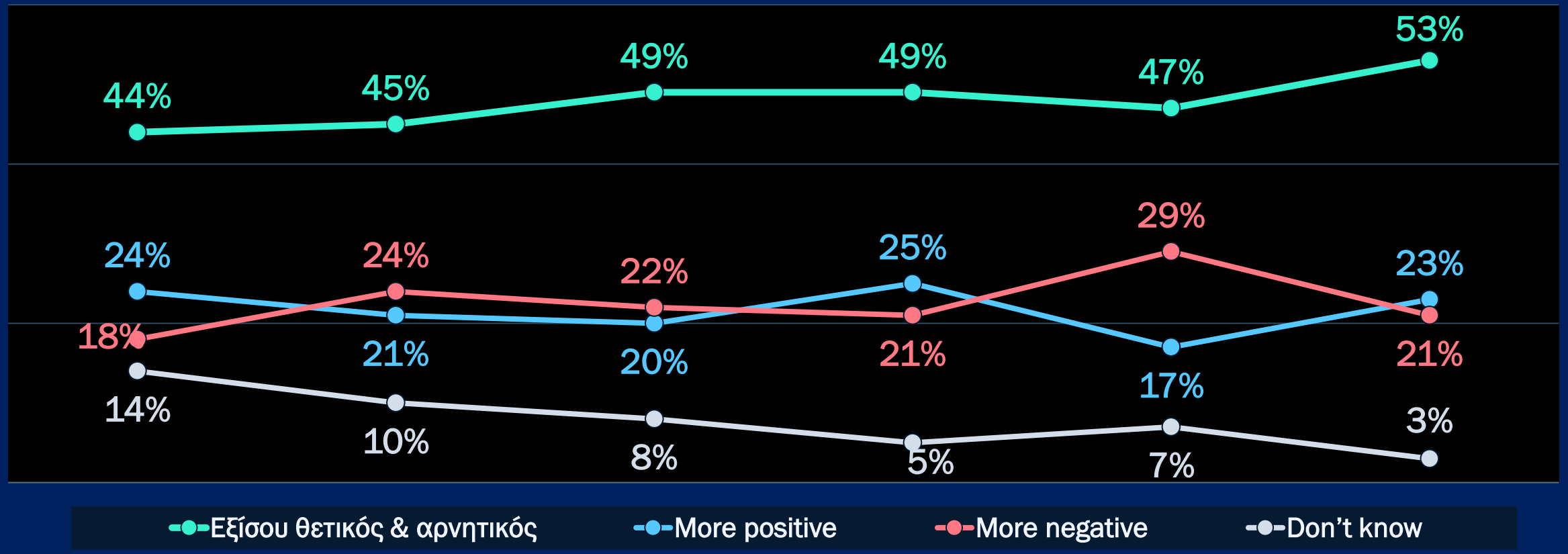
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Social Impact: the “yes, but” view is growing over time

Society has not reached a clear-cut verdict on the consequences of AI

“The impact of AI on society will be…”



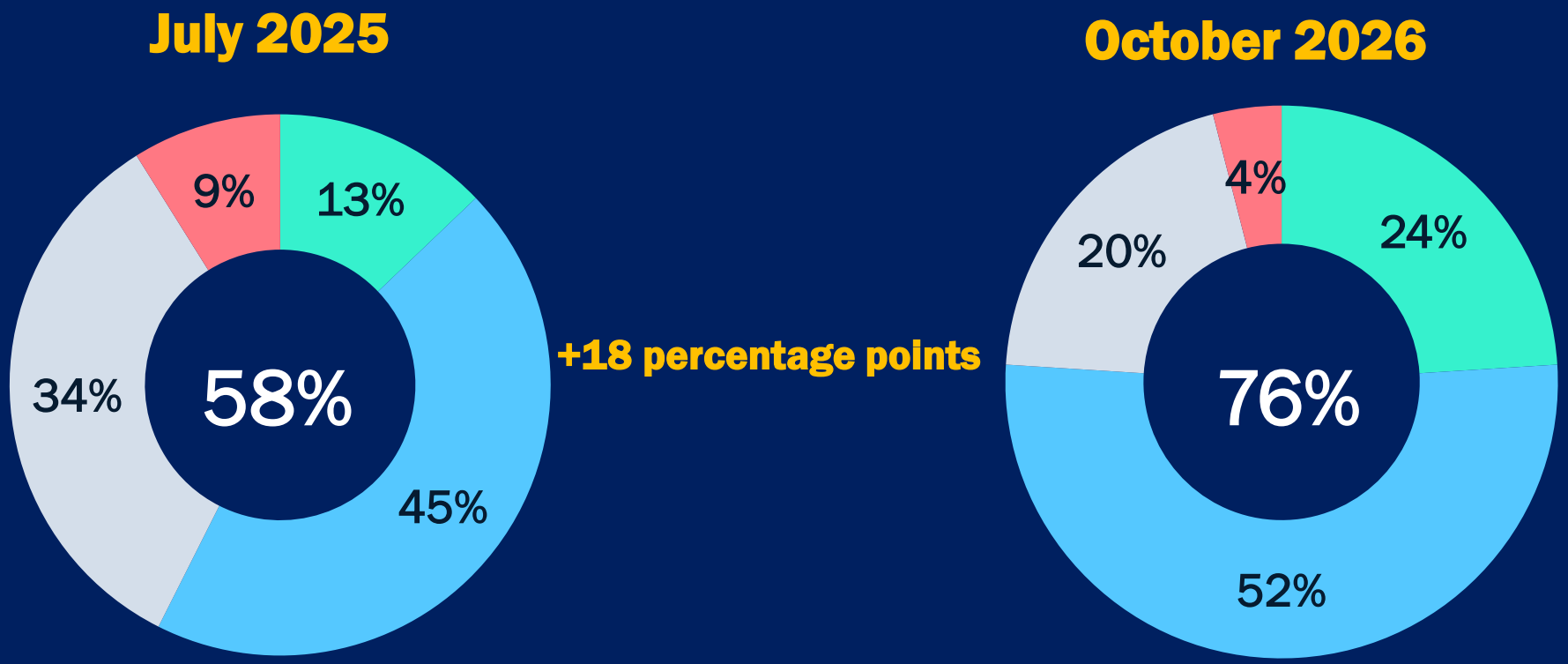
Base: Total sample, n=1,009 / Survey waves 2021–2026

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Career prospects are improving

In just one year, recognition of AI skills as a professional asset has risen considerably

Do you believe that using and knowing AI tools can improve your career prospects?



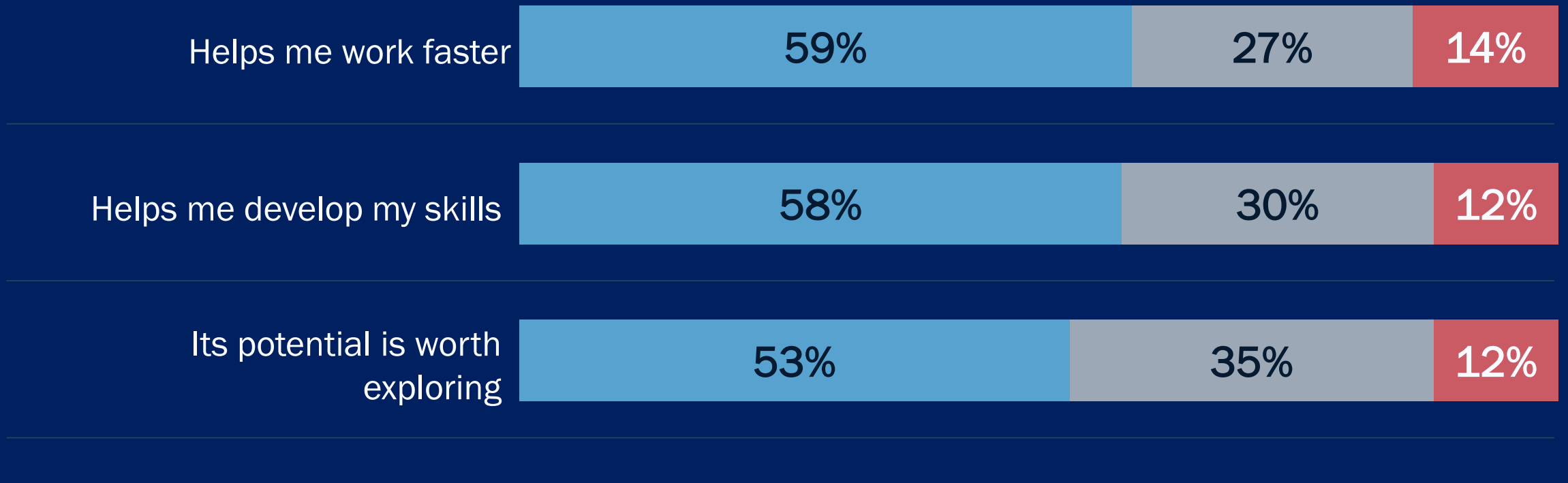
Base: Total sample, n=1,009 / Wave comparison: July 2025 & October 2026

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Positive attitudes

AI is proving its value in practice:

faster work, learning and new opportunities

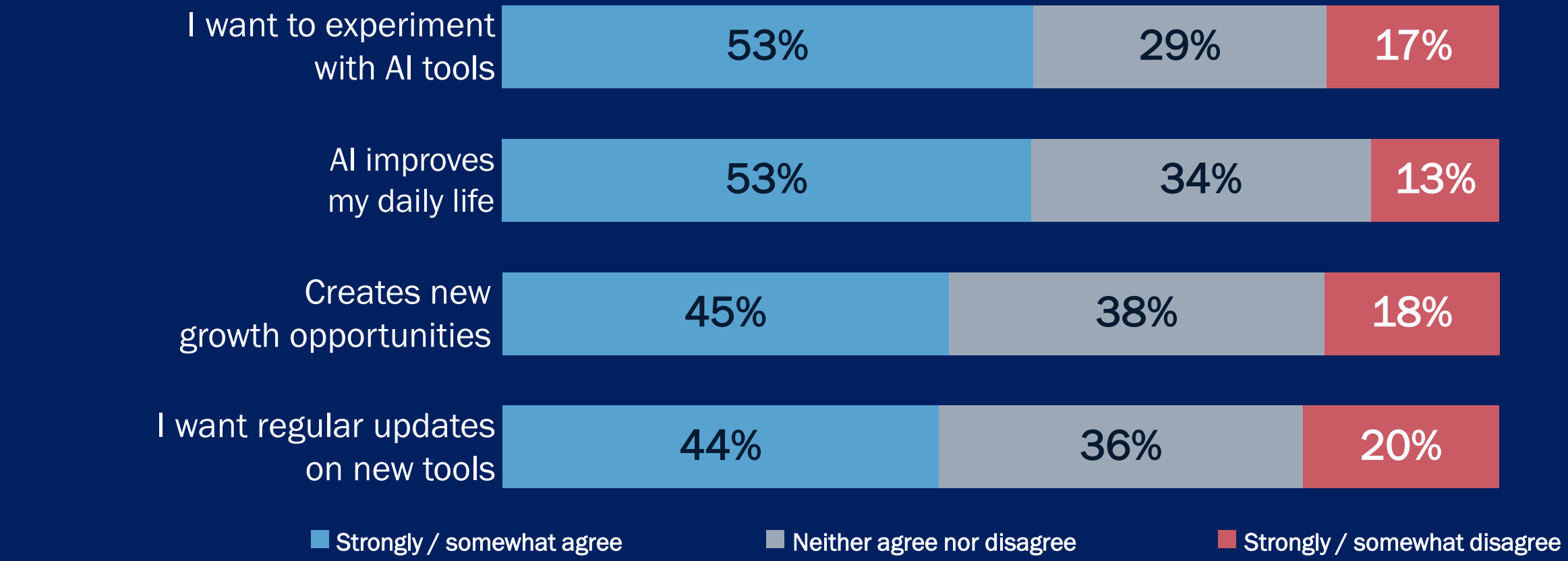


Base: Total sample, n=1,009

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Perceived Value

AI sparks curiosity and is gaining ground in everyday life



Base: Total sample, n=1,009

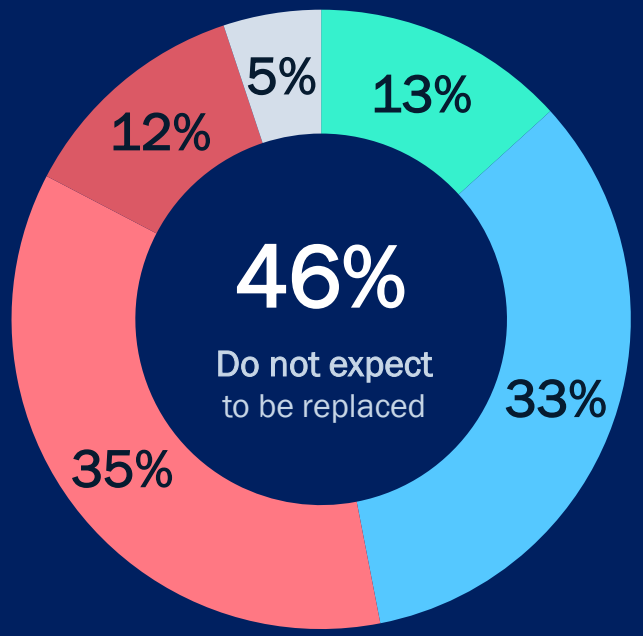
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Uncertainty about jobs:

Fear of job replacement is easing somewhat, but concerns remain

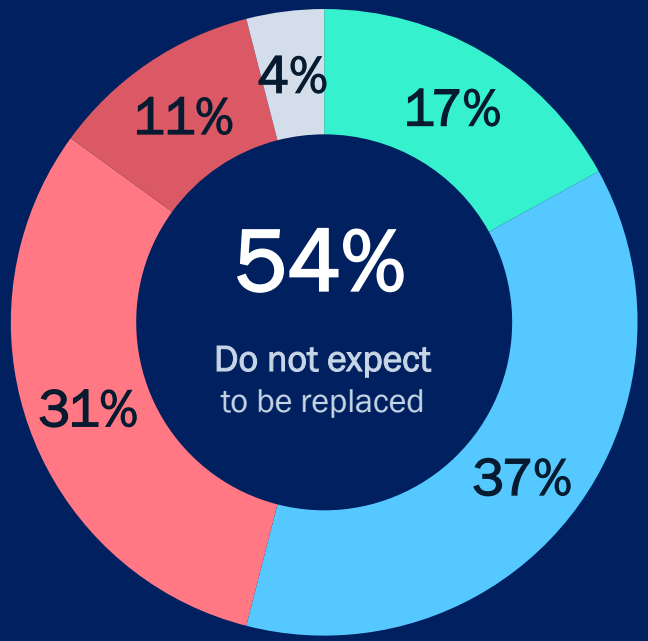
"Do you believe Artificial Intelligence (AI) could replace your job in the future?"

July 2025



+8
percentage points

October 2026



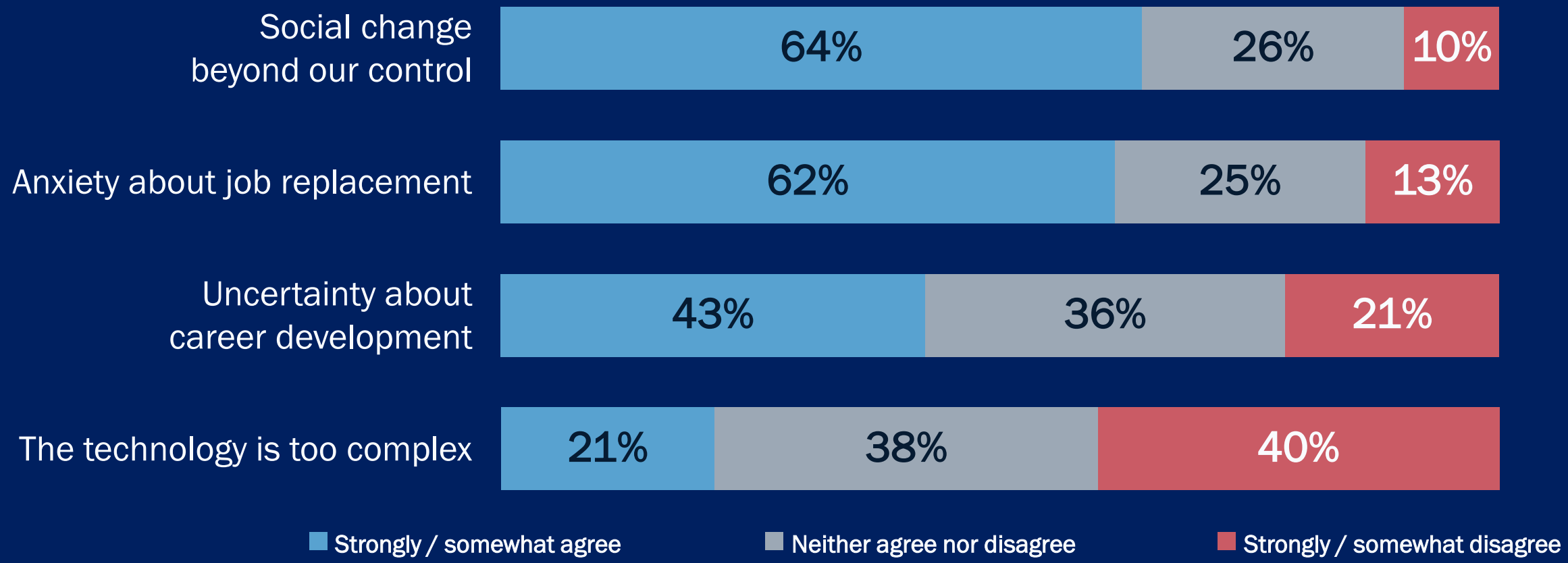
- No, I do not believe so
- No, I do not consider it likely
- Yes, I believe so and I am somewhat worried
- Yes, I believe so and I am very worried
- No opinion

Base: Total sample, n=1,009 / Wave comparison: July 2025 & October 2026

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Concerns

AI raises concerns mainly about social impacts, followed by employment

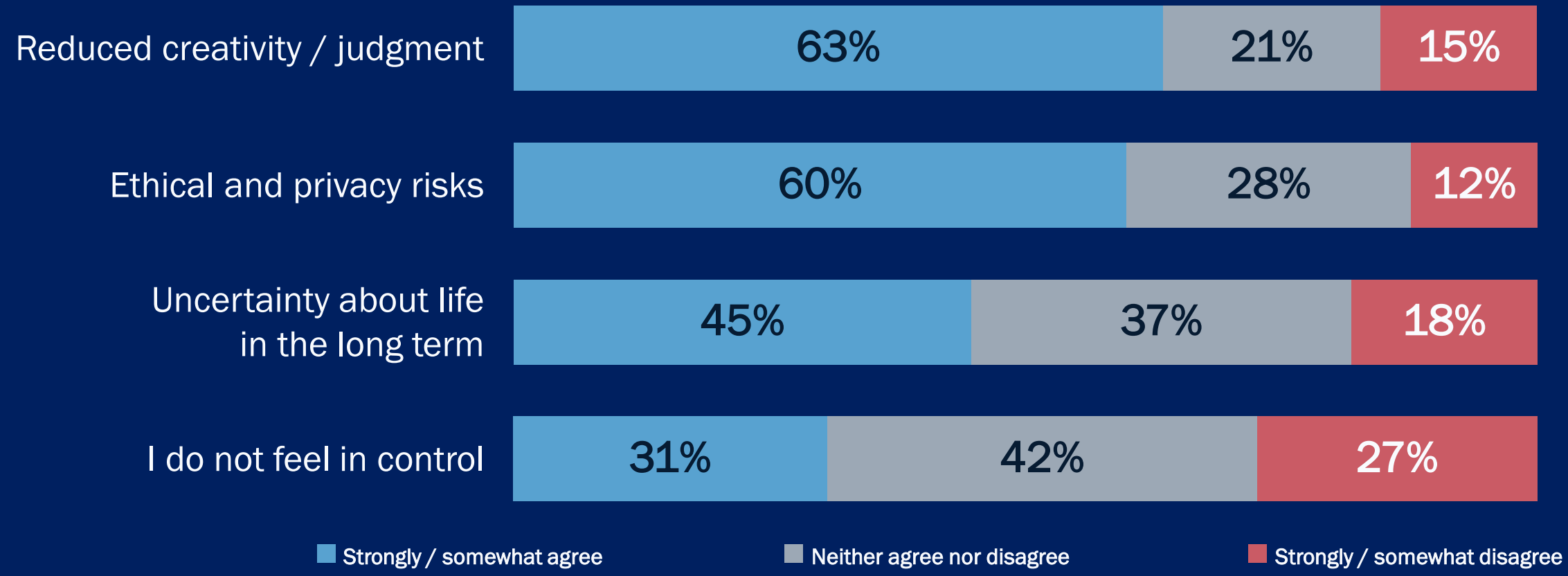


Base: Total sample, n=1,009

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Concerns

Human judgment and privacy are major sources of concern



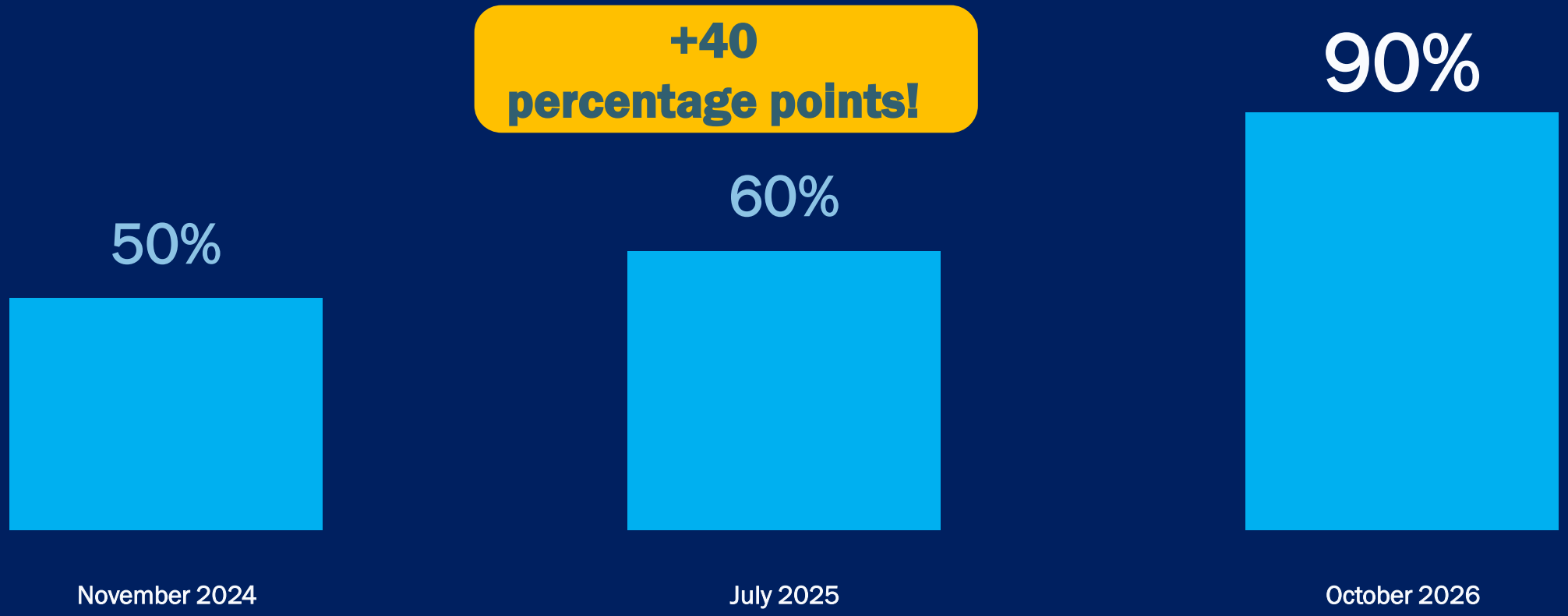
Base: Total sample, n=1,009

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Despite reservations and concerns...

AI is moving from trial to widespread familiarity

9 in 10 Greeks have used at least one AI tool



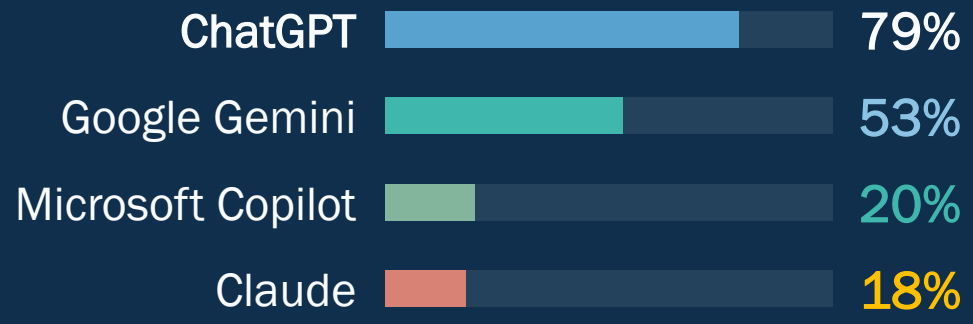
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Which tools? A growing variety, mainly free versions

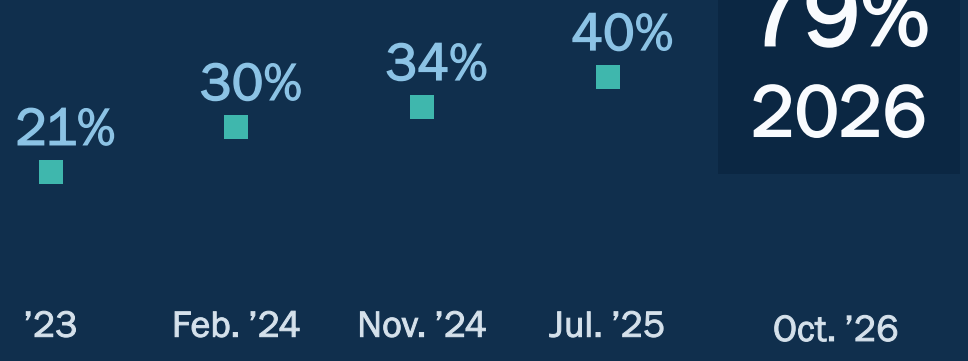
ChatGPT remains the main gateway to AI

Which AI tools do you use or have you ever used?

MAIN AI TOOLS



CHATGPT ADOPTION OVER TIME



Earlier surveys measured "usage" · 2026 measures "ever used"

Canva AI	NotebookLM	DeepL	DALL·E	Midjourney
9%	7%	7%	4%	2%

Base: Total sample, n=1,009

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03.
KEY LEARNING

Greek society is redefining its relationship with Artificial Intelligence

Near-universal adoption in daily life across demographic groups, alongside...

Greater perceived career value, persistent concerns and an impact that remains contested



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