

Press release

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Greek consumers purchase in an Omni-channel shopping reality

GfK's FutureBuy® 2017 report is now available

Our latest report shows strong evidence in combined online and in-store purchase journey for clothing and fashion, toys, small home appliances and computing products.

Omni-channel shopping for key household products, combining in-store and online purchases, is noticeable as a Global and European trend. GfK's latest FutureBuy® report, conducted through an online survey, reveals that this trend is also relevant among Greek shoppers.

Specifically, Greek shoppers use both in-store and online resources during their journey, for:

- Clothing: 51% (versus 52% in EU)
- Small Home Appliances: 41% (same % in EU)
- Toys: 41% (versus 49% in EU)
- Computing: 40% (same % in EU)
- Financial Services: 36% (versus 33% in EU)
- Smartphones: 34% (versus 35% in EU)
- TV & Video Devices: 32% (versus 40% in EU)
- Major Home Appliances: 31% (versus 37% in EU)
- Beauty and personal care: 30% (versus 29% in EU)
- Wearables: 28% (versus 38% in EU)
- Baby Care: 24% (versus 30% in EU)
- Shaving: 20% (versus 18% in EU)
- OTC healthcare: 18% (versus 19% in EU)
- Pet Food and Accessories: 16% (versus 23% in EU)
- Replacement Tires: 12% (versus 21% in EU)
- Packaged food and beverages: 10% (versus 14% in EU)
- Household washing and cleaning products: 10% (versus 13% in EU)

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Physical store dominance

Brick-and-mortar stores are still important as place-to-purchase. Almost half of Greek shoppers (47%) report that they first researched products

online and then visited a store to purchase (“web rooming”), opposed to those (24%) that researched a product in-store and then bought online (“showrooming”).

Drivers for in-store purchase

Amongst those who choose to purchase a product in store, nearly half of them cite as key reason the ability to see the item before buying it. Supporting local businesses is also mentioned (34%) as second reason, with the ability to get products sooner coming in third place (29%).

Personal in-store interaction with the product is a major reason also for Leading Edge Consumers (LEC) as a driver to purchase in-store. Hassle-free return (35%) and fast shopping (32%) are following.

The option to see the product before purchase and support of local businesses are important for both Generation Y (28-37 y.o.) and X (38-52 y.o.). The possibility of getting products sooner comes third (32%) among Generation X in contrast to hassle-free return (29%) amongst Generation Y.

Drivers for online purchase

For shoppers who bought a product online, saving money is by far the most common reason, mentioned by 62% of online purchasers and 55% of LEC. Economic reasons as an online purchase driver are referred also amongst shoppers of FMCG (63%). “Shopping is easier” is mentioned second (32%), while LEC (37%) refer to better payment options.

Shopping Behavior

Five out of ten agree with the statement, “My mobile device is quickly becoming my most important shopping tool”, compared to 31% of European consumers. The importance of mobile device is even more significant among Generation Y (52%). Four out of ten say state that “social networks are now as important as my other information sources” for making purchase decisions (in contrast to 26% of European consumers), while amongst LEC is referred at 71%.

To sum up, digital devices to obtain everyday consumer goods, are getting more and more necessary. Nevertheless, Greek consumers still rely on stores for research, price comparison and finally purchasing. The opportunity here is to offer shoppers quick and easy options, to make purchases part of their hectic schedule, enhancing the ability to purchase anywhere, anytime, any-way.



About FutureBuy®

GfK's annual FutureBuy® study is ideal for sales, category, and marketing managers, as well as strategic planners. FutureBuy® insights are available in off-the-shelf country reports, custom reports, and through the GfK Connect portal. In 2017, FutureBuy® covers 35 countries and 18 major product categories, from beauty and personal care products to major appliances to financial services.

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About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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