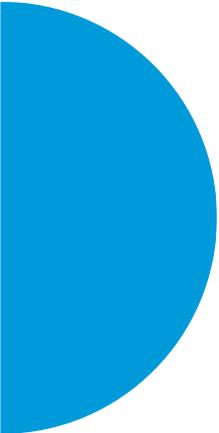


Greeks & Private Labels

Trends 2000-2023

National Survey Results
September 2023





We will see...



Evolutionary penetration of private labels among Greek consumers



Evolution of private labels by main product categories



How is the public's opinion and image of private labels shaped over time

- 
- The present survey was designed based on corresponding surveys designed and implemented by Focus Bari...
 - For the first time in the Fall of 2000
 - For the second time in the Fall of 2010
 - This report provides comparative data between the three surveys

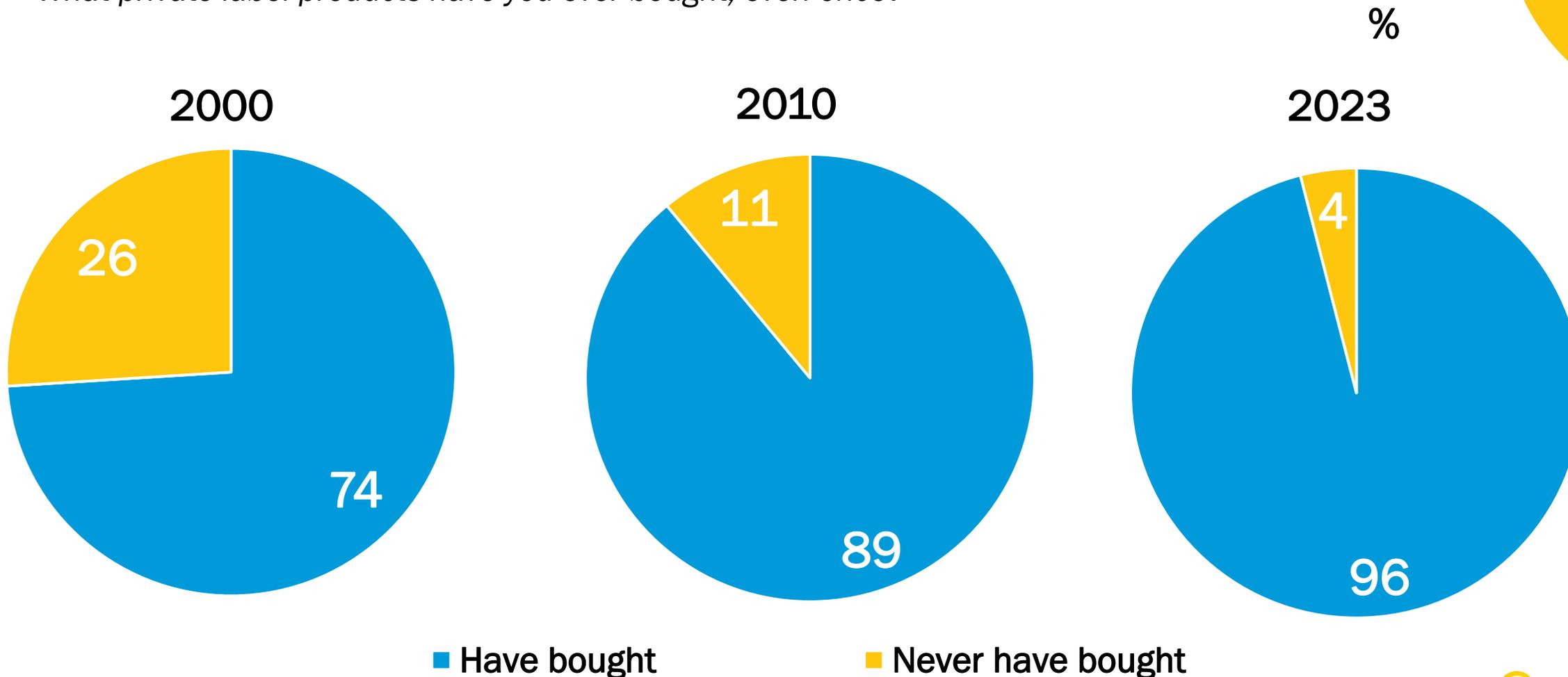
Research Basic Specifications

- Online interviews via YouGov panel
- Structured questionnaire
- Population : Men & Women 18+ Nationally
- Cumulative sample of this report: 1002 people
- Fieldwork : 4-8 September 2023
- Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

Evolutionary penetration of private labels among Greek consumers

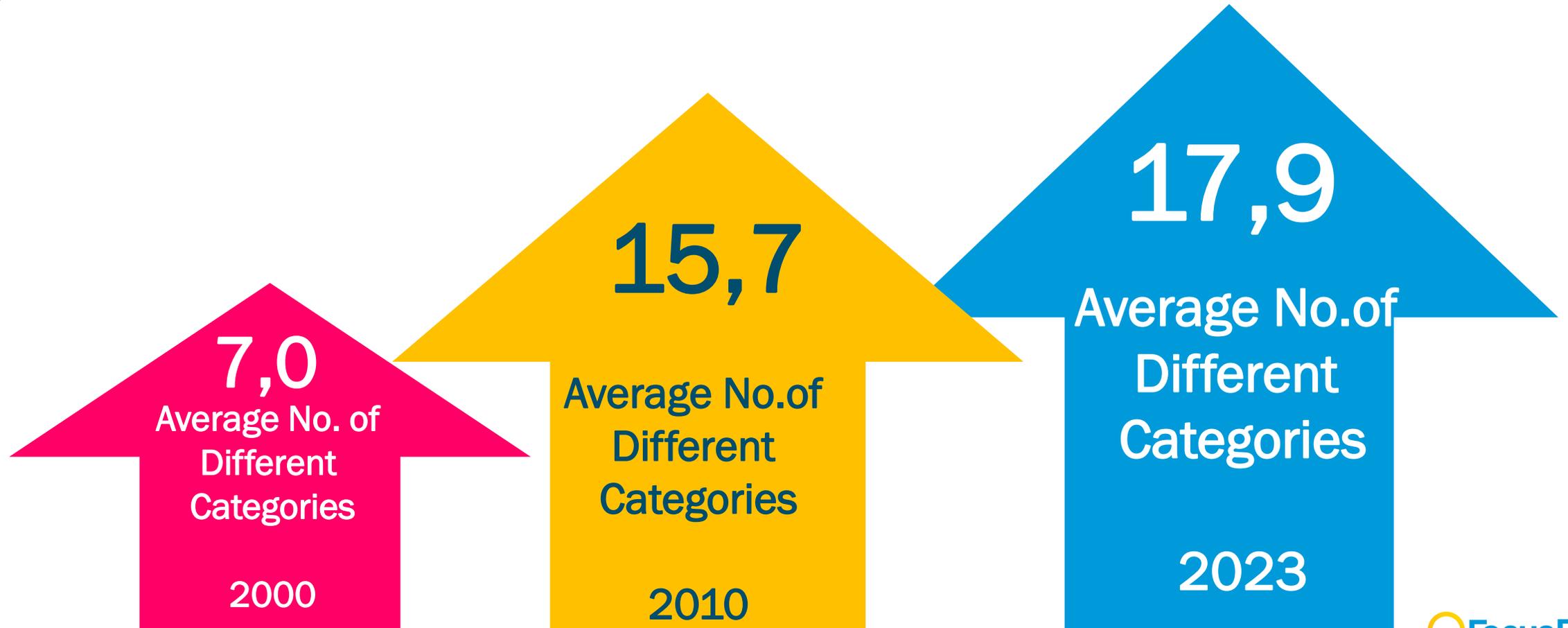
In the last 23 years, the proportion of Greeks who have bought private label products at least once is increasing spectacularly & becoming universal!

"What private label products have you ever bought, even once?"



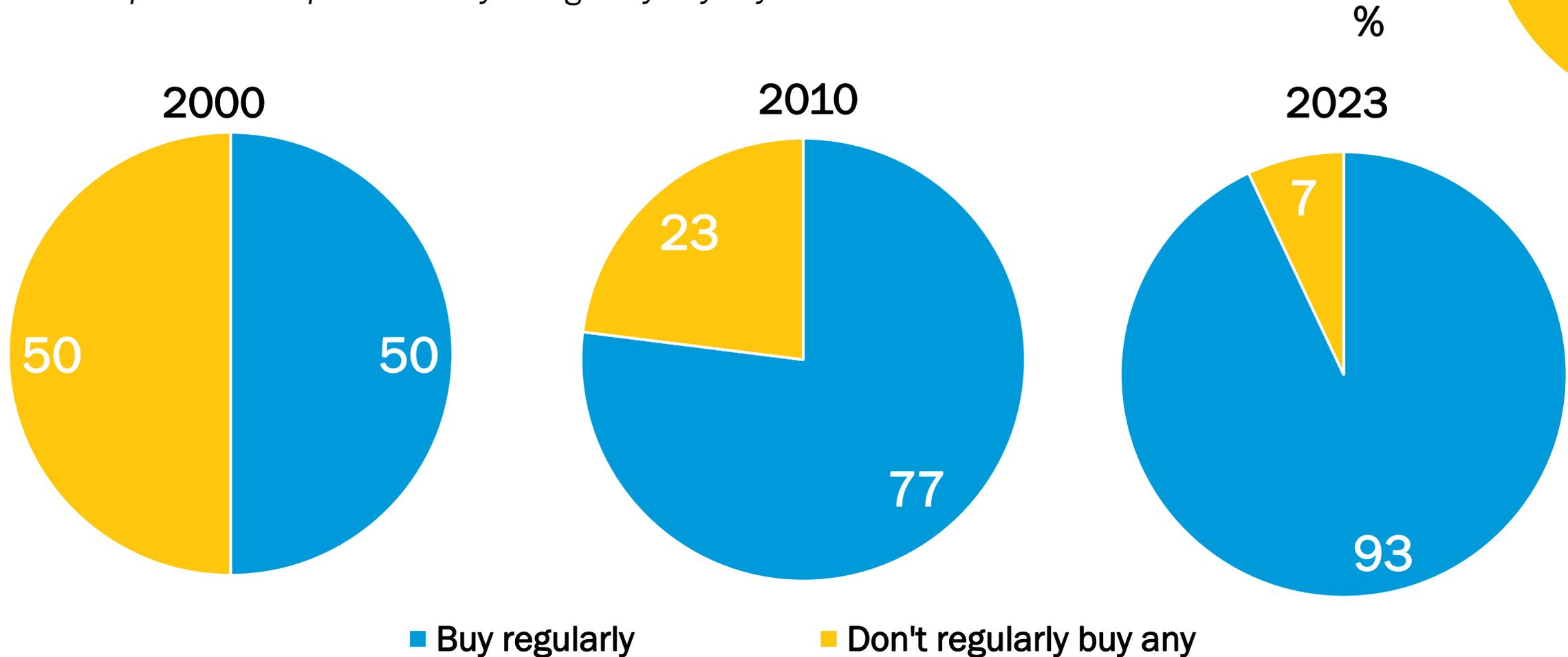
At the same time, the average number of different private label products they have tried is skyrocketing!

"What private label products have you ever bought, even once?"



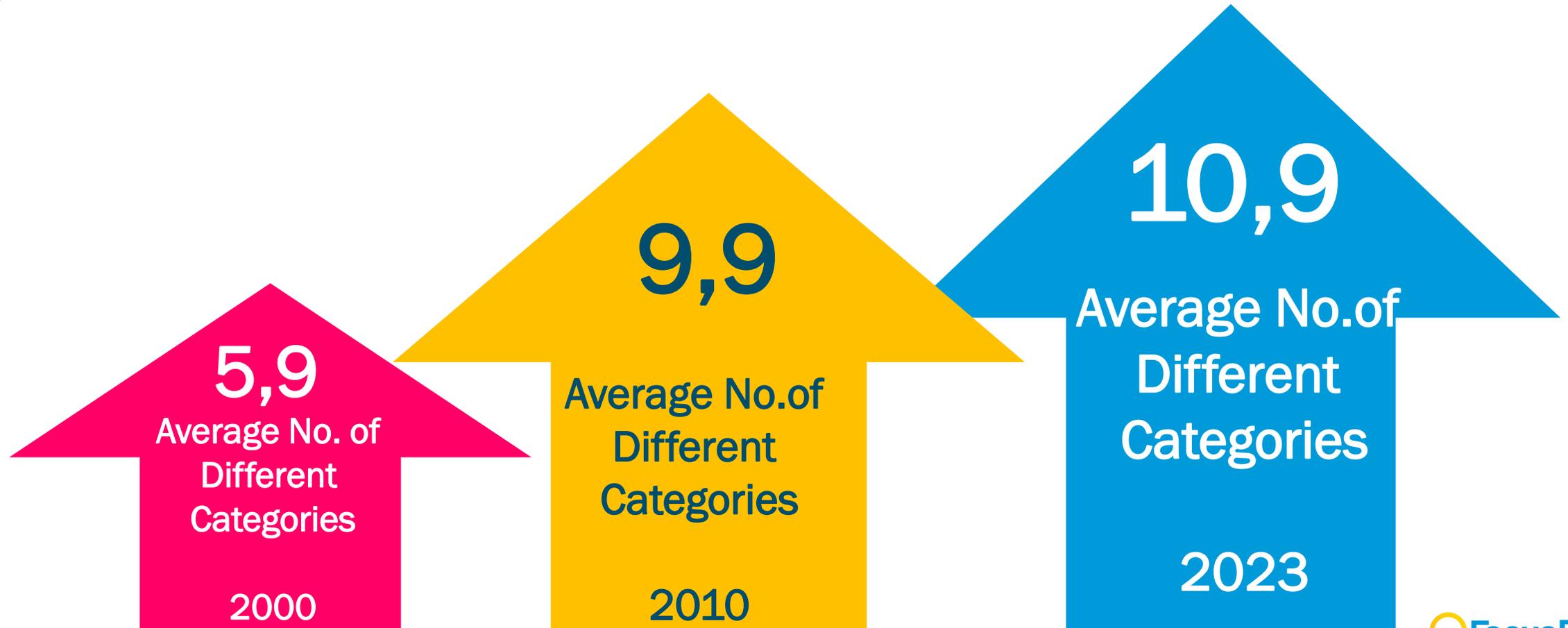
Correspondingly, the proportion of Greeks who regularly buy private label products is rising spectacularly, as it includes almost all consumers

"Which private label products do you regularly buy in your household?"



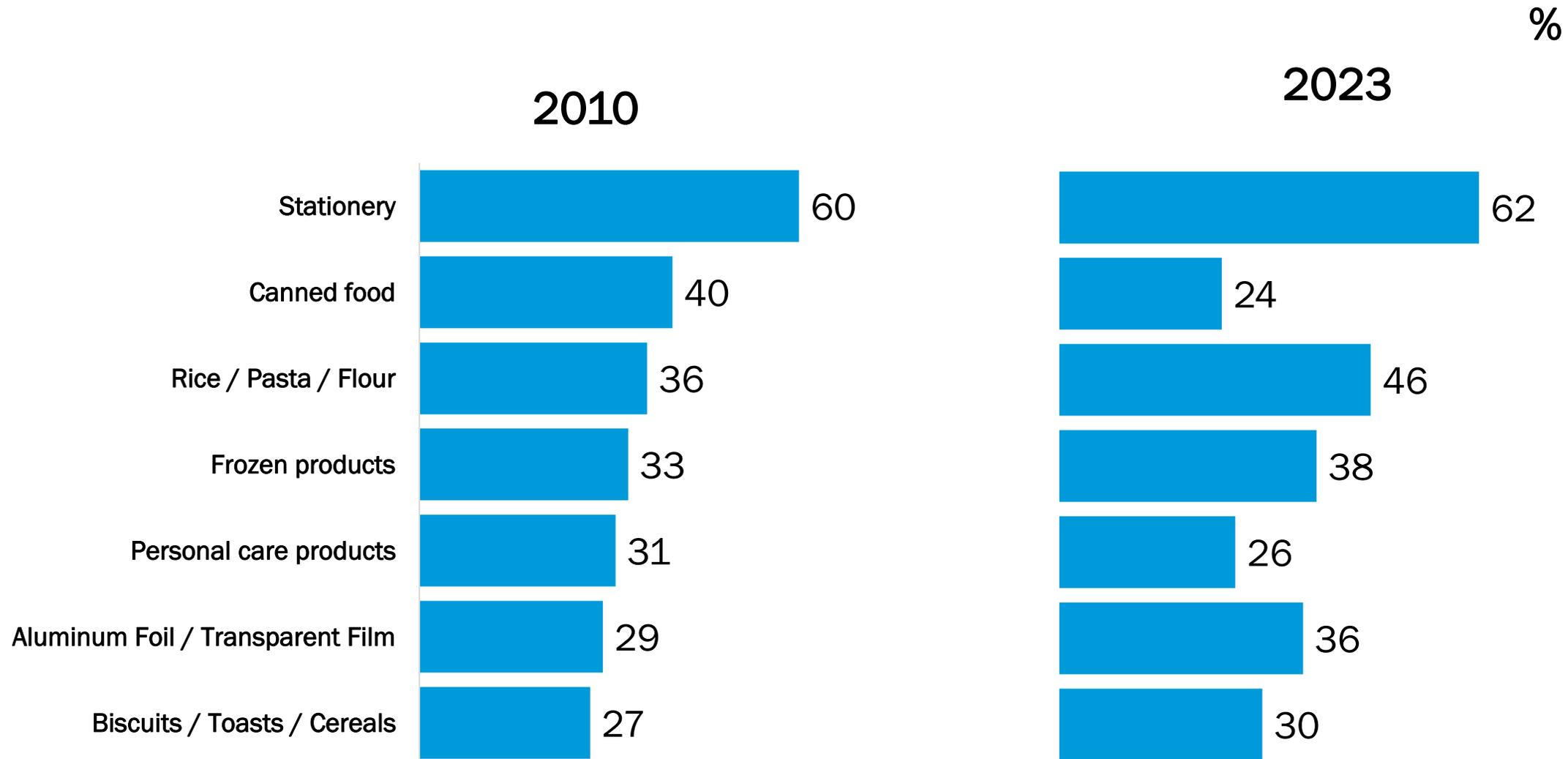
Correspondingly, the average number of different product categories that consumers regularly purchase private label is also increasing!

"Which private label products do you regularly buy in your household?"

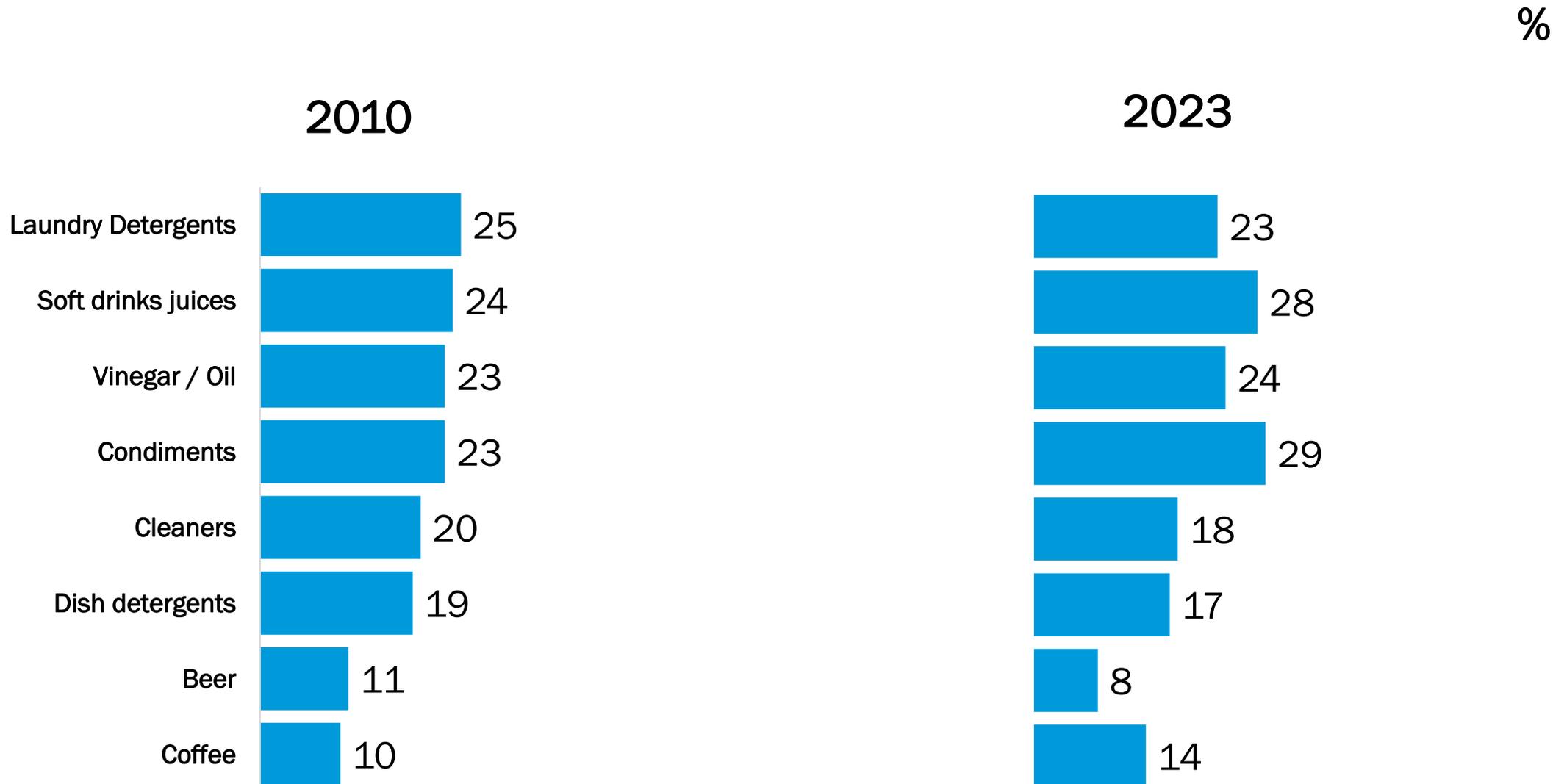


Evolution of private labels by main product categories

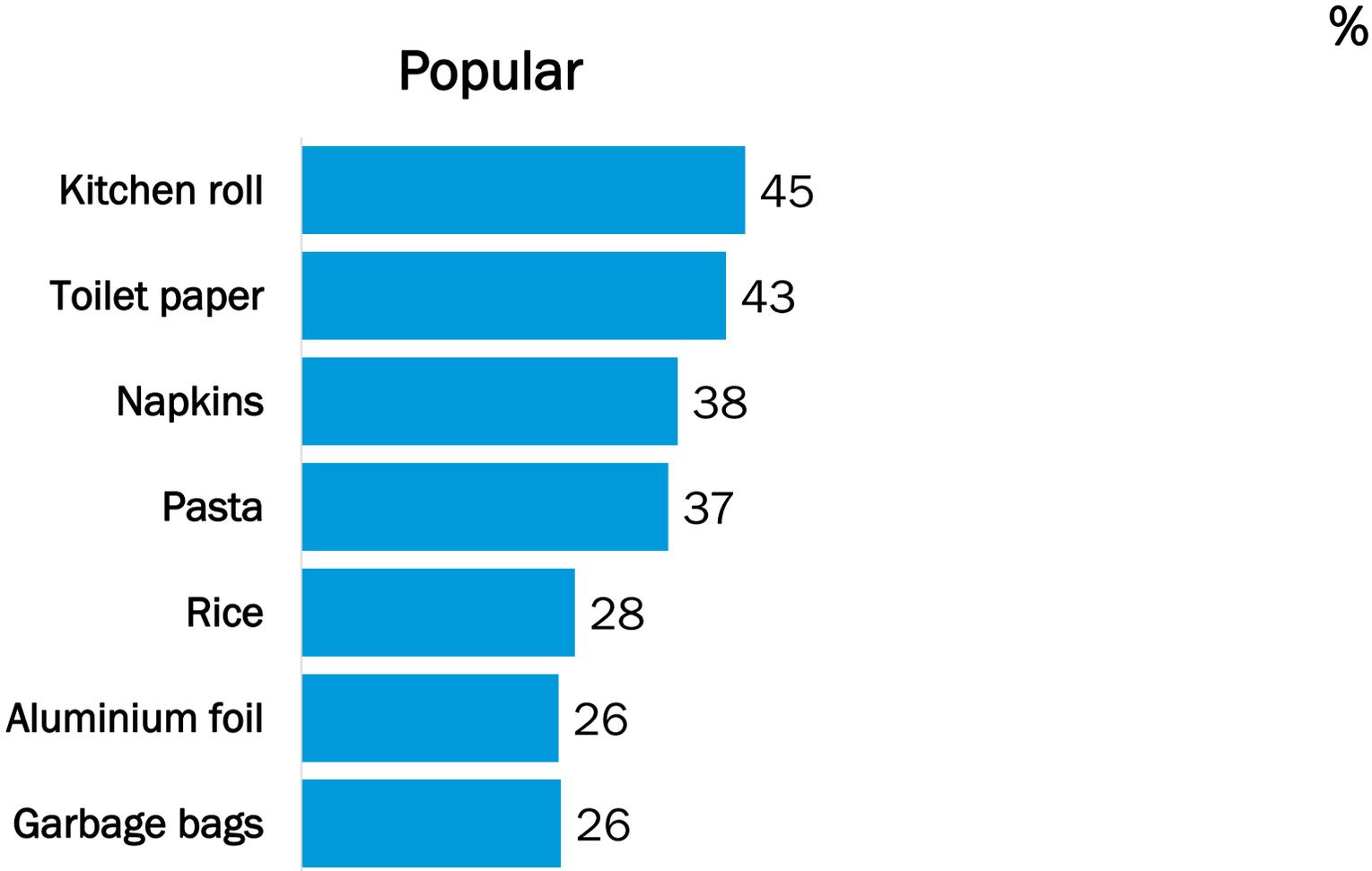
Within the last "13 years of the crisis", the systematic selection of private labels is maintained for a large number of different product categories



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Today, the private label products systematically purchased by Greek consumers are divided into specific categories, depending on the role and use they have in the household



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Quite common



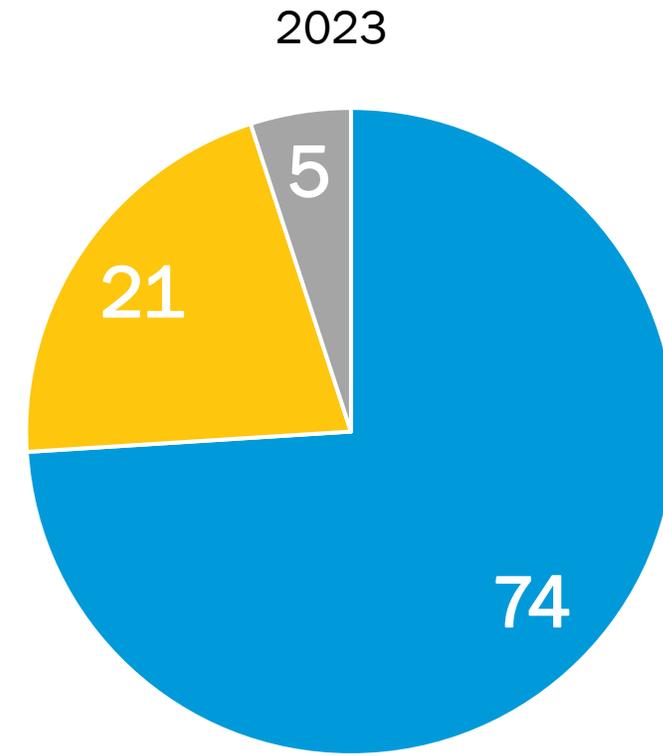
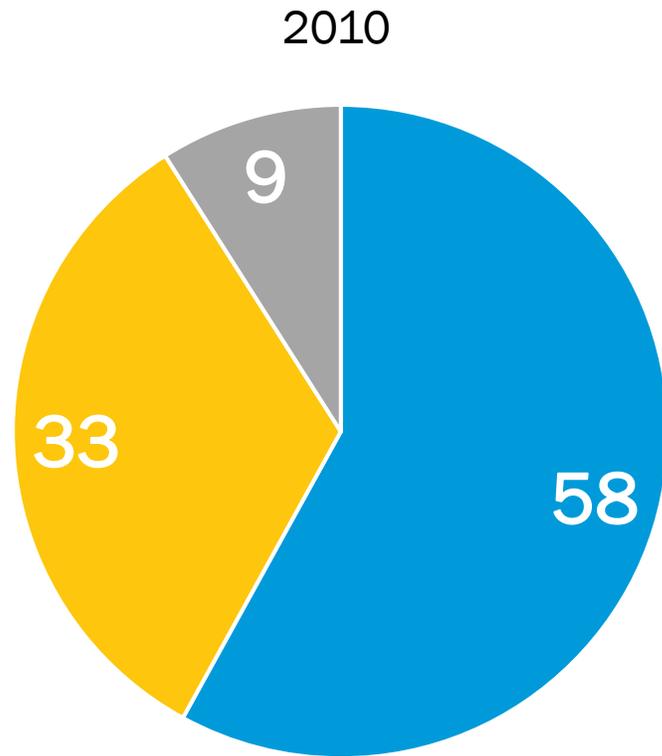
Less common



%

How is the public's opinion and image of private labels shaped over time

Compared to 2010, today's consumers see a much greater variety in private label products than in the past



■ Many more product categories & types

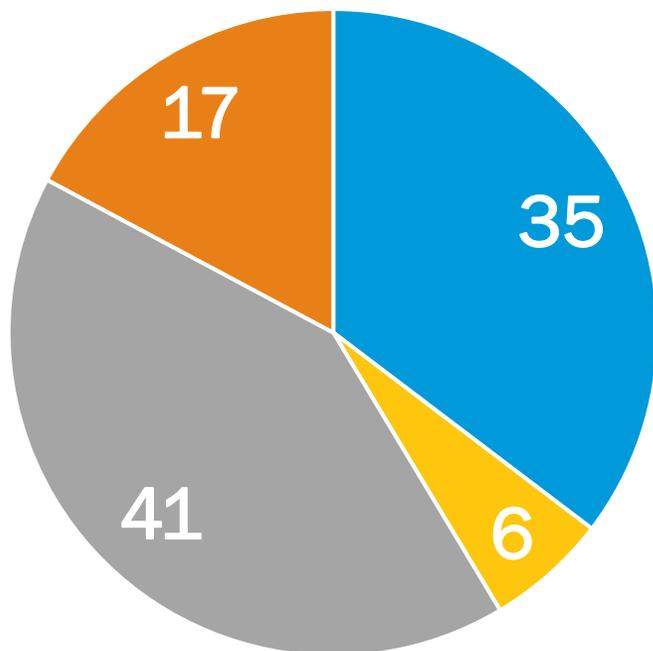
■ No change compared to the past

■ Don't Know / Don't Answer

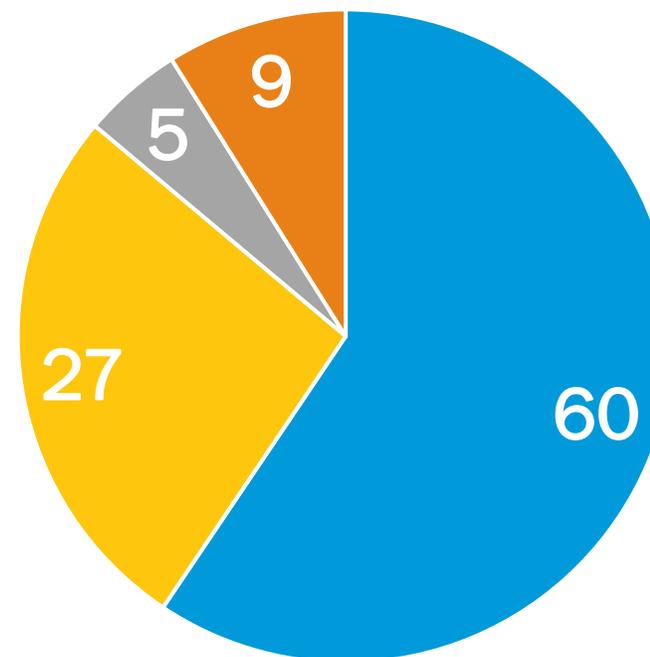
%

In terms of their quality / aesthetics, today private label products present an overall improved image among the Greek public, although the proportion of those who consider that their level is getting worse over the years is increasing

2010



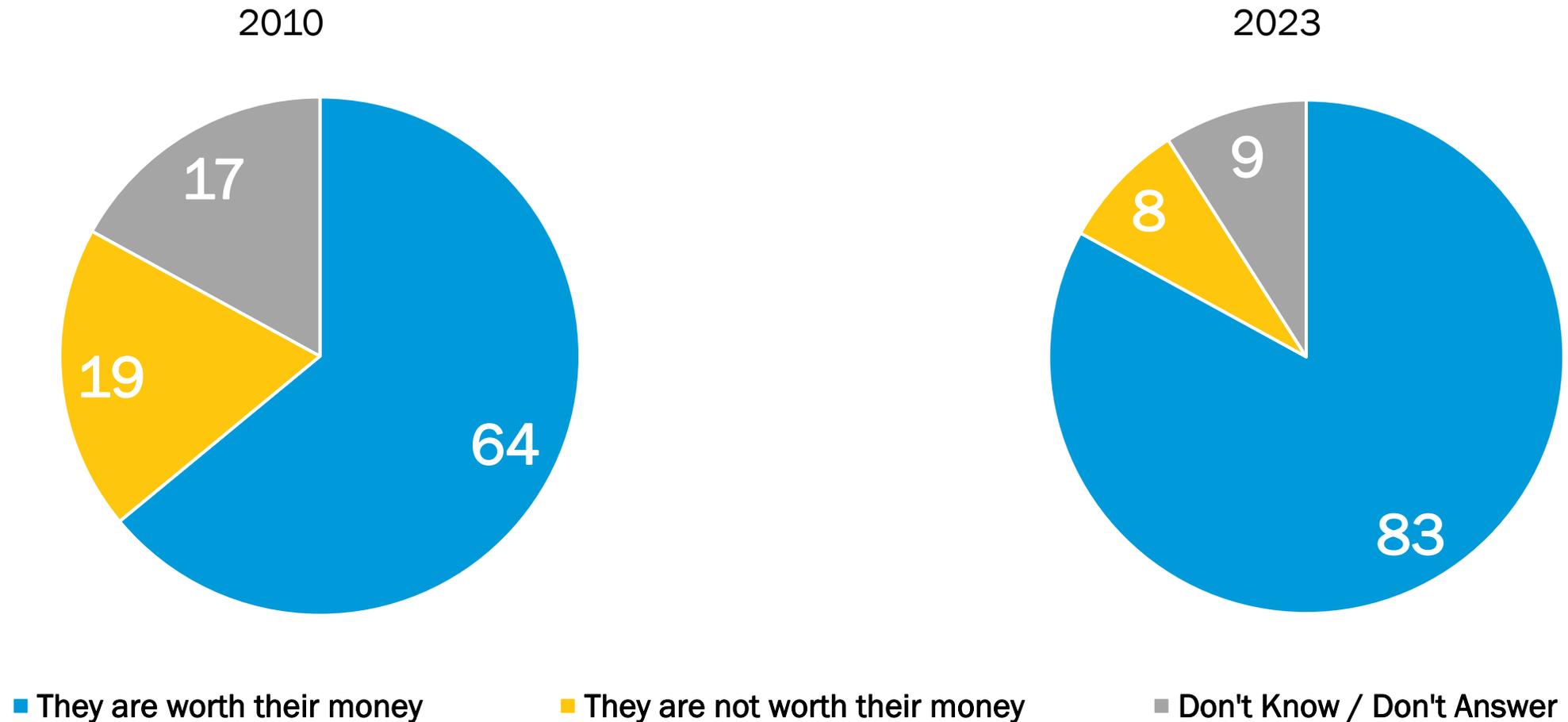
2023



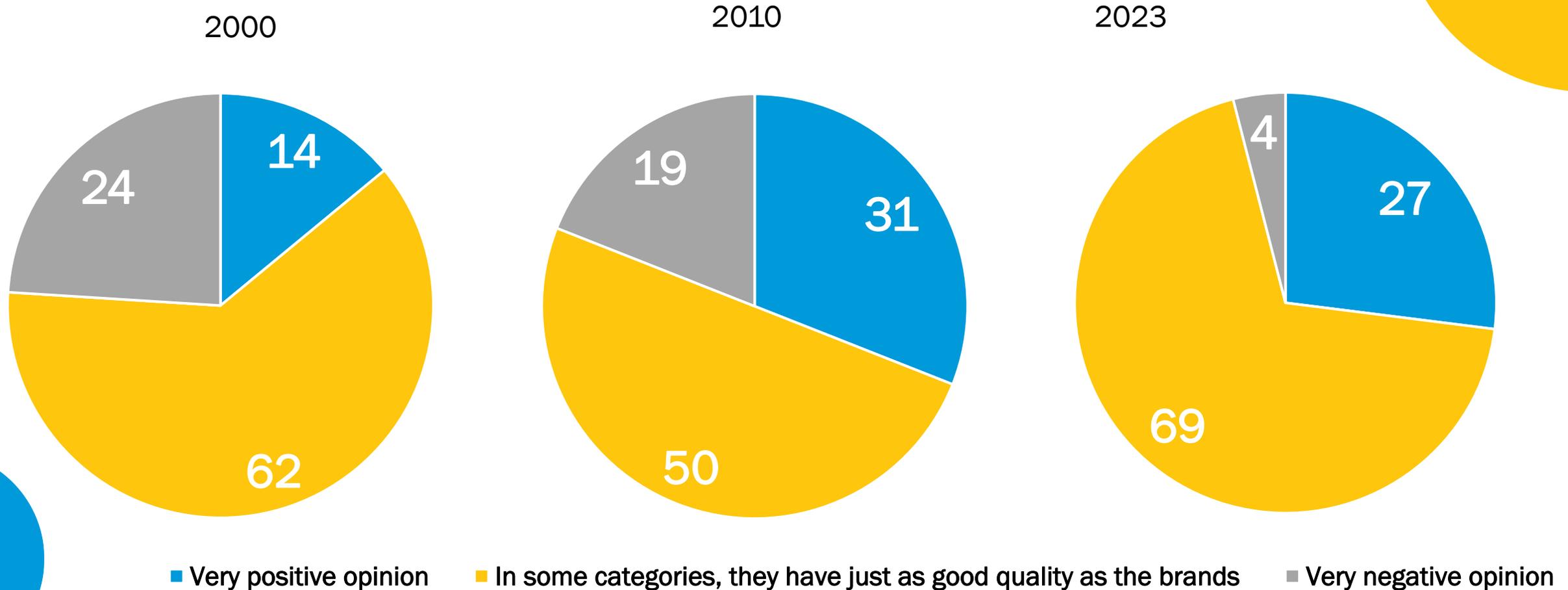
%

■ They are on a better level now ■ They are at a worse level now ■ They have remained stagnant ■ Don't Know / Don't Answer

Consumers' view of whether private label products are value for money has improved even more, with a huge difference over the past decade

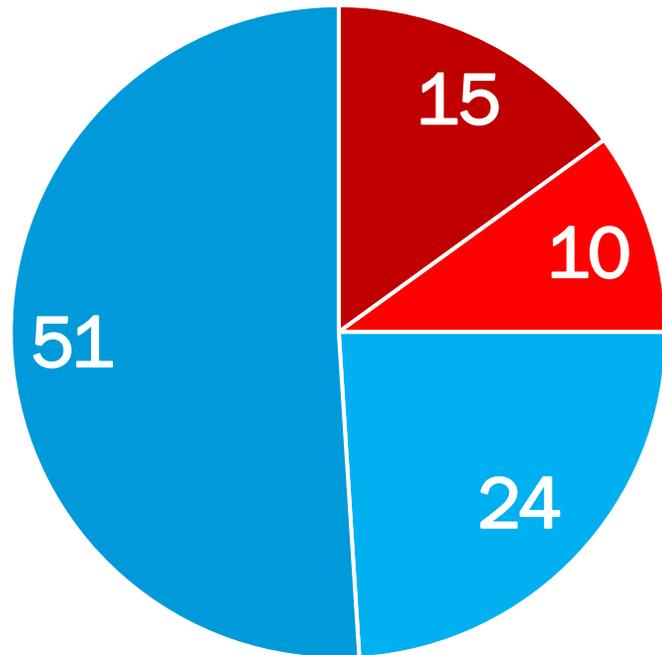


That is why the comparison between the three surveys shows that the general opinion of the Greek public about private labels is improving spectacularly:



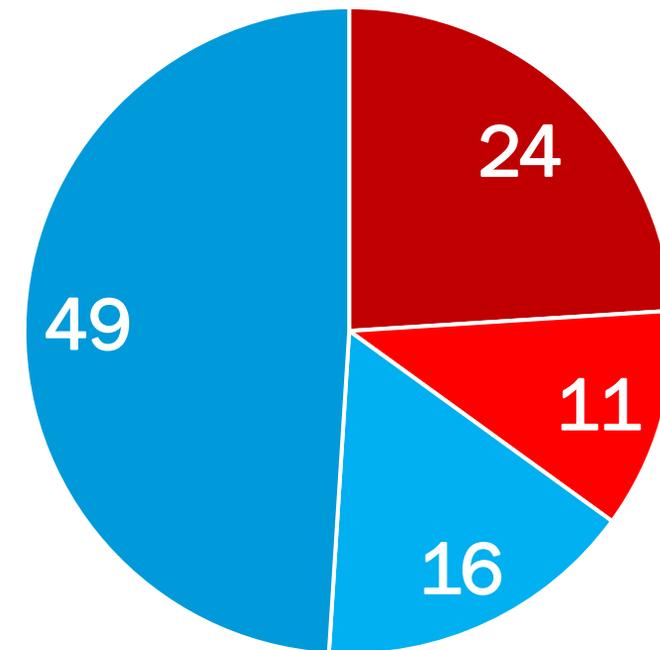
Despite the improved image of Private Labels most consumers would prefer the name brand if they could find it at a price equivalent to that of the private label

2010



- I would most likely choose Private Label
- Quite likely I would choose a name brand

2023



- Quite likely I would choose Private Label
- I would most likely choose a name brand

%

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Thank you!

