



The Full View of Consumers

Beyond Value: The Search for Reassurance

We don't just buy value, we buy certainty.

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NIQ State of Nation

part of Consumer Life
Global Study

Greece Survey specifics



Sample: 1.000 respondents

- Males and females
- 18 - 65 years old

National representative sample with quotas on gender, age and region.

Fieldwork dates:

- 22/1-8/3/2026

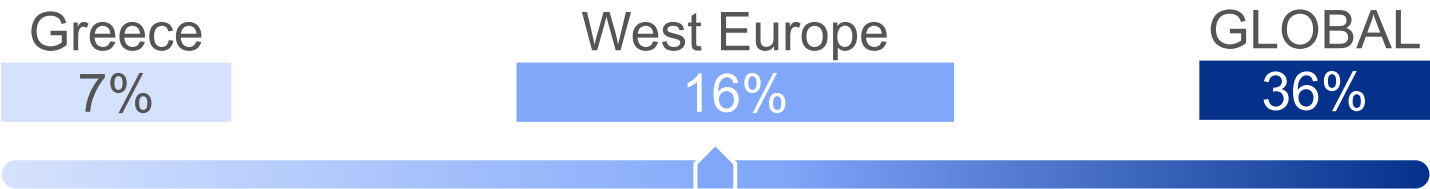
Methodology:

**Online self-completion
questionnaire**

- Comparison with Western Europe and Global **benchmarks**
- Consumer values, concerns, attitudes and shopping behavior

Greek Consumers Face a Significant Confidence Gap

% of consumers feel “**very confident**” that 12 months from now their personal economic situation will be better than it is today



48% cite inflation/high prices among their top three personal concerns.



The Greek Consumer Paradox

Cautious with everyday spending. Still willing to indulge selectively.

Value mindset

74%

shop more carefully
for necessities

71%

cut non-essential
spending

Upgrade mindset

78%

purchased a luxury product
or service in the past year...

...while

50%

consider regular indulgence
or self-care important.

40%

switch to less expensive
brands.

47%

postpone purchases until
sale

The Greek consumer is *not simply*
trading down.

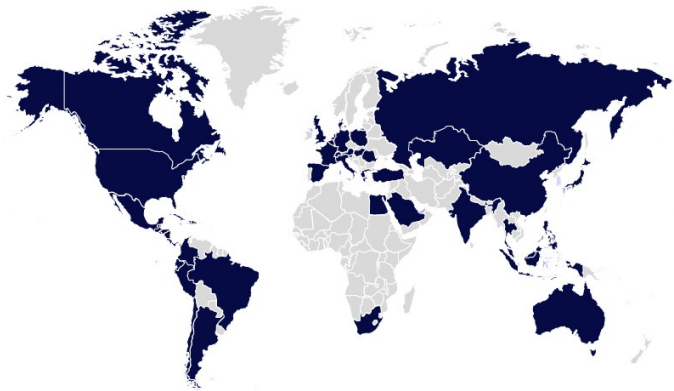
The Greek consumer is *reallocating*
spend with greater precision.



NIQ Consumer Life Global 2026, R13, ATL, *quartile income, **Net of all listed luxury categories
NIQ Consumer Life Global 2026, B38, C1 (global = 39 countries)

Higher Scrutiny, Not Lower Expectations

Financial pressure is changing where consumers spend, but not necessarily what they expect in return.



Rank of brand-related attitudes out of 44 statements*

Priorities

	Global	Greece
“ I like to buy products that can be tailored to my needs”	#6	#4
“ If I’m not satisfied with a product or service, I will choose an alternative”	#4	#5
“ Price is the most important factor in my purchasing decisions”	#13	#8
“ I’m willing to settle for an inferior product or service if it’s available when I need it”	#44	#39

NIQ Consumer Life Global 2026, EJM1 (global = 39 countries); *rankings based on % top 2 box on 7-point scale for 44 statements covered on pages 11, 24, and 25

Value goes beyond price

“ **48%** agree
Price is the most important factor in my purchasing decisions”
#8 life attitude in Greece
#13 globally

BUT

“ **60%** of consumers in Greece agree
For me the most important thing about a brand is that it offers good value for money”
#2 life attitude in Greece on a list of
44 measured
#2 globally



The Burden of Proof Is Rising



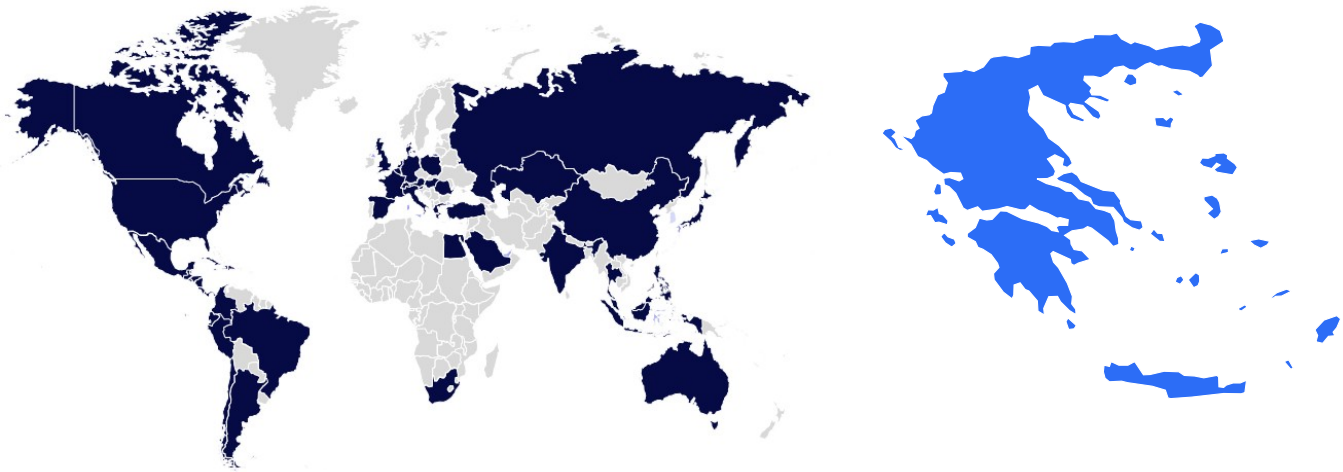
Consumers have not become
cheaper.

Consumers have become
harder to convince.

Every purchase must answer:
Is it worth it?

Well-Known and Trusted Brands Must Still Earn Consideration

Greek consumers research major purchases extensively, putting familiar and trusted brands through a process of verification.



	Rank of brand-related attitudes out of 44 statements*	
	Global	Greece
“ I spend quite a lot of time researching brands before making a major purchase”	#18	#14
“ It is better to buy well-known brands because you can rely on their quality”	#12	#34
“ I only buy products or services from a trusted brand”	#17	#38

NIQ Consumer Life Global 2026, EJM1 (global = 39 countries); *rankings based on % top 2 box on 7-point scale for 44 statements covered on pages 11, 24, and 25

Reassurance comes from people, expertise and experience

% of consumers in Greece citing the following as **VERY important** to them when shopping

People



46% Greece | 41% Global

Opinions of family, friends, colleagues

42% Greece | 49% Global

Online reviews of other shoppers and users

Expertise



39% Greece | 33% Global

Online expert reviews

31% Greece | 23% Global

Salespeople advice

Experience



30% Greece | 32% Global

Personal experience,
Product samples/ testing

NIQ Consumer Life 2026 Global FB_15N, ATL

Price

Can I afford it?

Value

Is it worth it?

Proof

Can I believe the
promise?

Reassurance

Can I feel confident
choosing it?

Win the Value Choice:

- › Affordability
- › Accessibility
- › Relevance

Reassurance:

- › Credible proof
- › Clear benefits
- › Reduced risk

The new trust equation

In today's environment, **trust** is increasingly **built through verification**.

Brands that **reduce uncertainty** through **transparency, credibility** and **proof** will be **better positioned** to earn **consumer preference**.

Source: NIQ Consumer Life 2026



Thank you!