HAVAS
Commerce

RE-THINK, RE-SELL, RE-CONSUME

SOLID HAVAS

01

Greek perspectives on « alternative consumption »

An active circular approach, driven by exchange and resale. Greece stands out for its strong culture of exchange between individuals (34% vs. 19% on average), making it the country most inclined to barter and lend. Greeks are also active in repairing objects and reselling goods. Moreover, only 26% say they do not practice any of these alternatives, a figure lower than the global average (31%), revealing a good appropriation of circular modes of consumption.

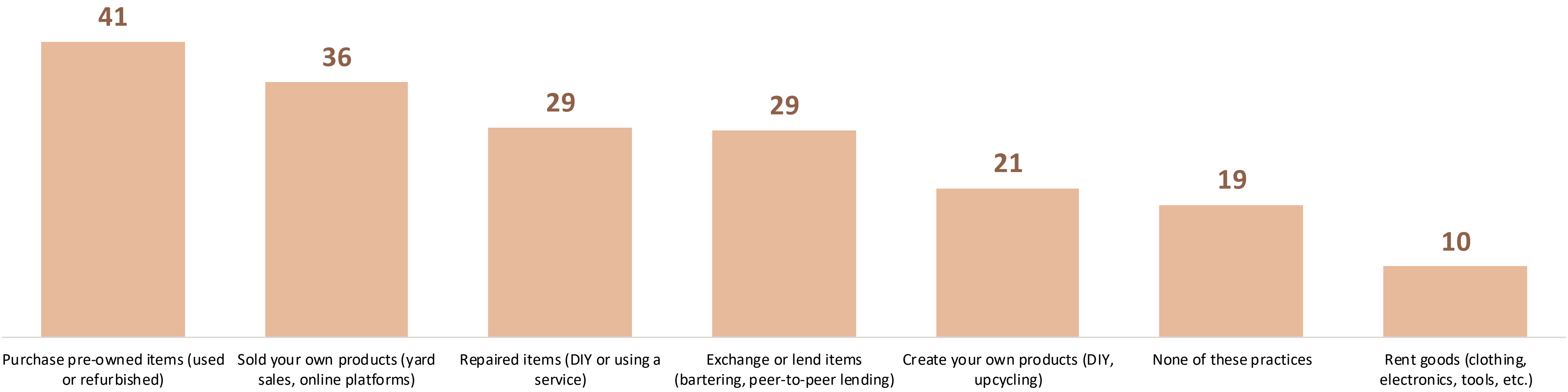
Base: All (996)
Q5.3: Which of the following have you done in the past 12 months?

Practices adopted in recent months (excluding second-hand)

Greece is on a par with the rest of the world when it comes to stepping up purchases of second-hand goods (43%). Resale and repair are also well represented, although slightly behind other countries. On the other hand, Greece stands out at the top of the ranking for the exchange of goods, which is well above average (17%).

Strengthening practices in the coming months

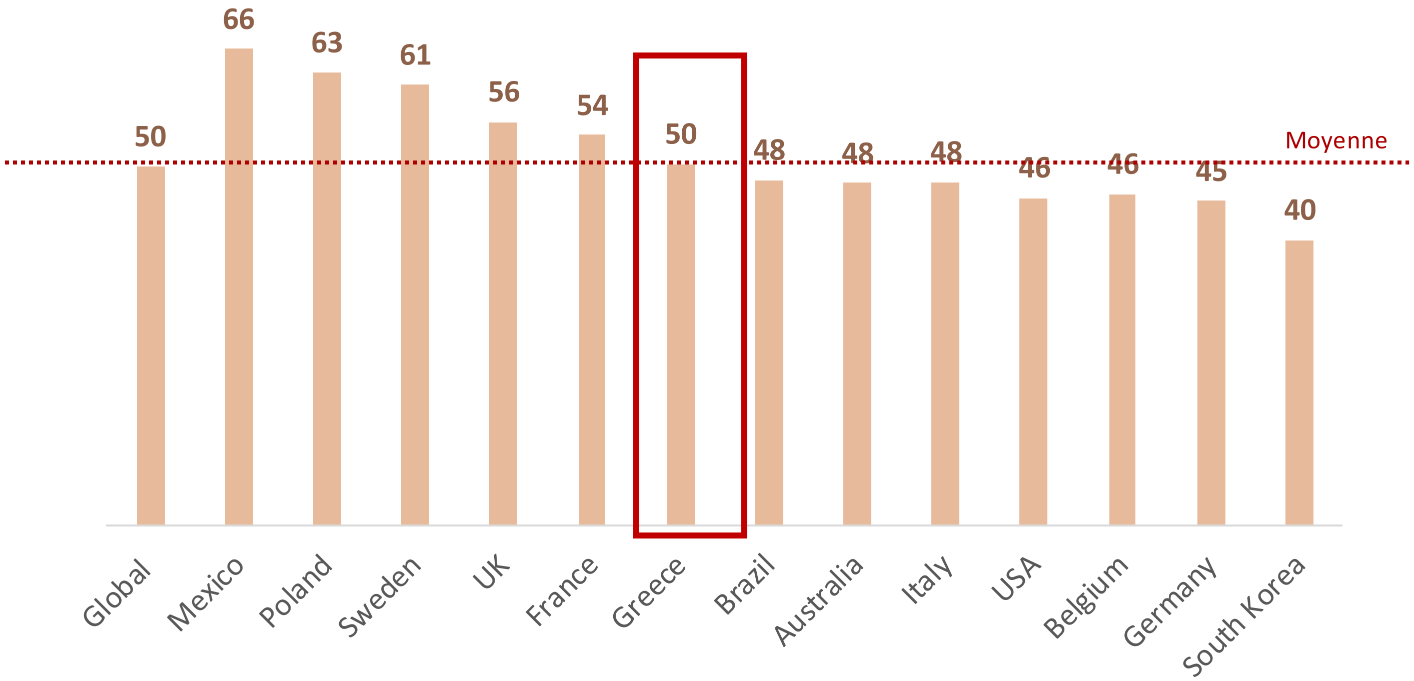
Total « yes »



Base: All (996)

Q6: Which of the following do you plan to engage in more over the next 12 months?

Consumption of second-hand products
TS « yes» + TS « no »

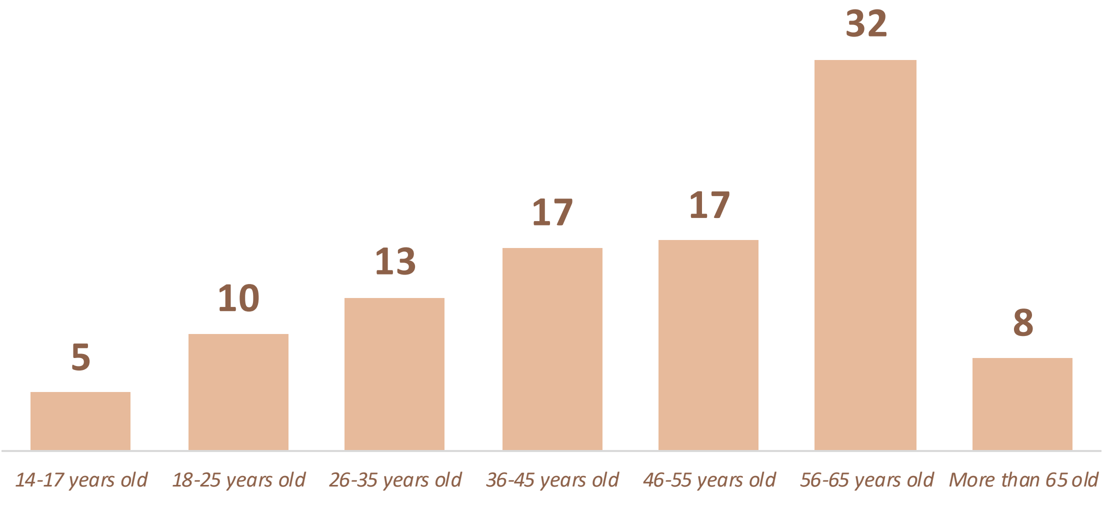


Base: All (996)
Q5: Have you purchased any second-hand, pre-owned, or refurbished products in the past 12 months?

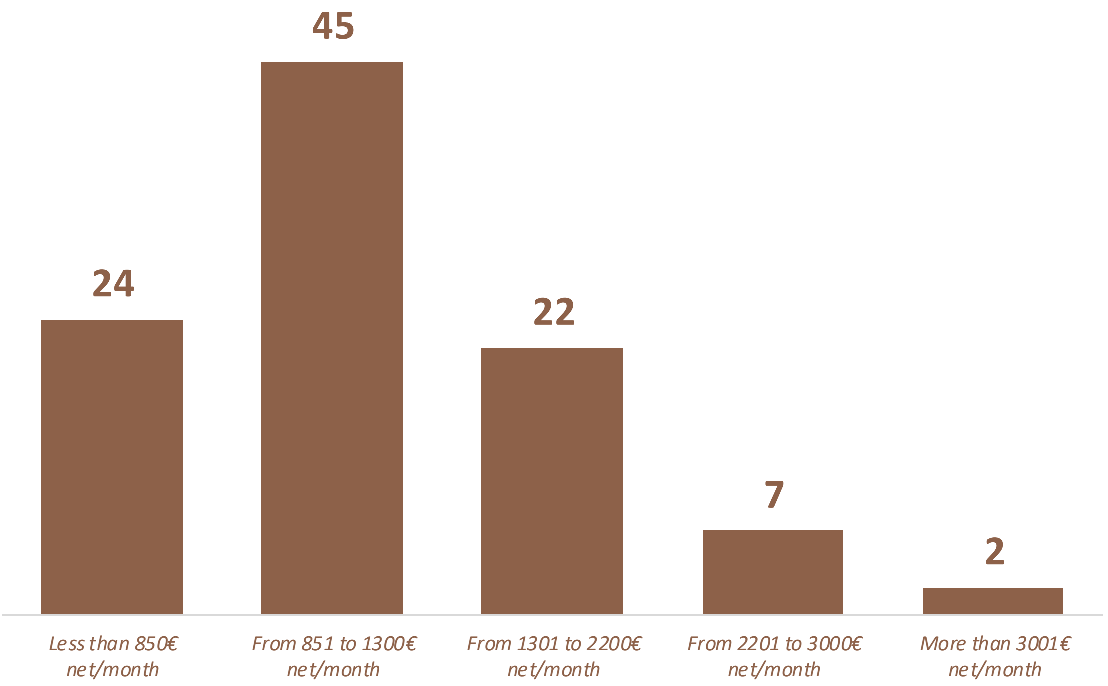
As for the consumption of second-hand goods, one in 2 Greeks claim to buy them: a good average which puts Greece in 6th position out of 13, behind Mexico, Poland, Sweden, the United Kingdom and France.

In Greece, second-hand consumption is driven by the 56-65 age group, and by those on modest incomes, reflecting usage that is still very much linked to economic considerations. Young people and affluent households remain largely unaffected.

Second-hand consumption by age group



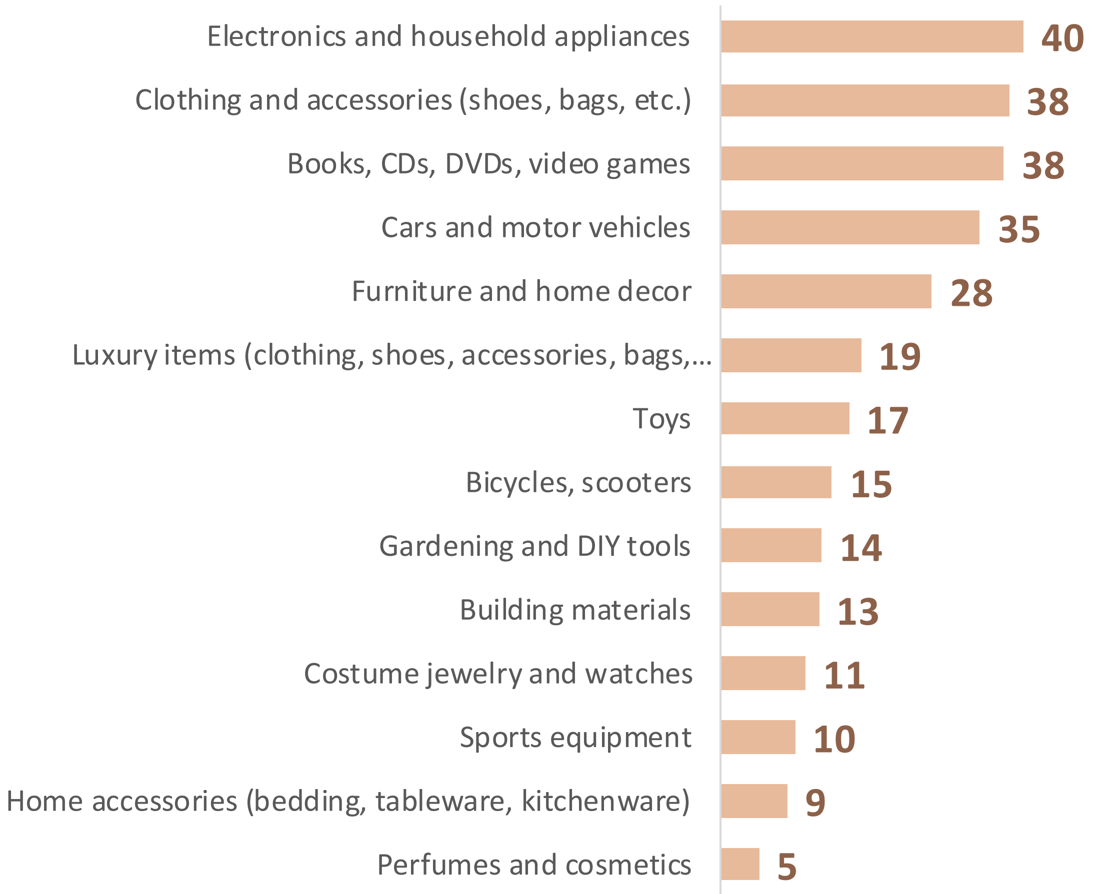
Second-hand consumption by income range



Base: Second-hand consumers (502)
Q2: What is your age group ? | Q3 : Which range best represents your monthly personal net income after taxes?

Greek second-hand consumers turn mainly to electronics, a result above the global average (32%), while clothing and books/video games are important but slightly below the average (47% and 41%). Cars are over-represented (35% vs. 23%), putting Greece and Brazil at the top of this category. Household accessories, perfumes and cosmetics are lagging behind.

Categories of second-hand purchases

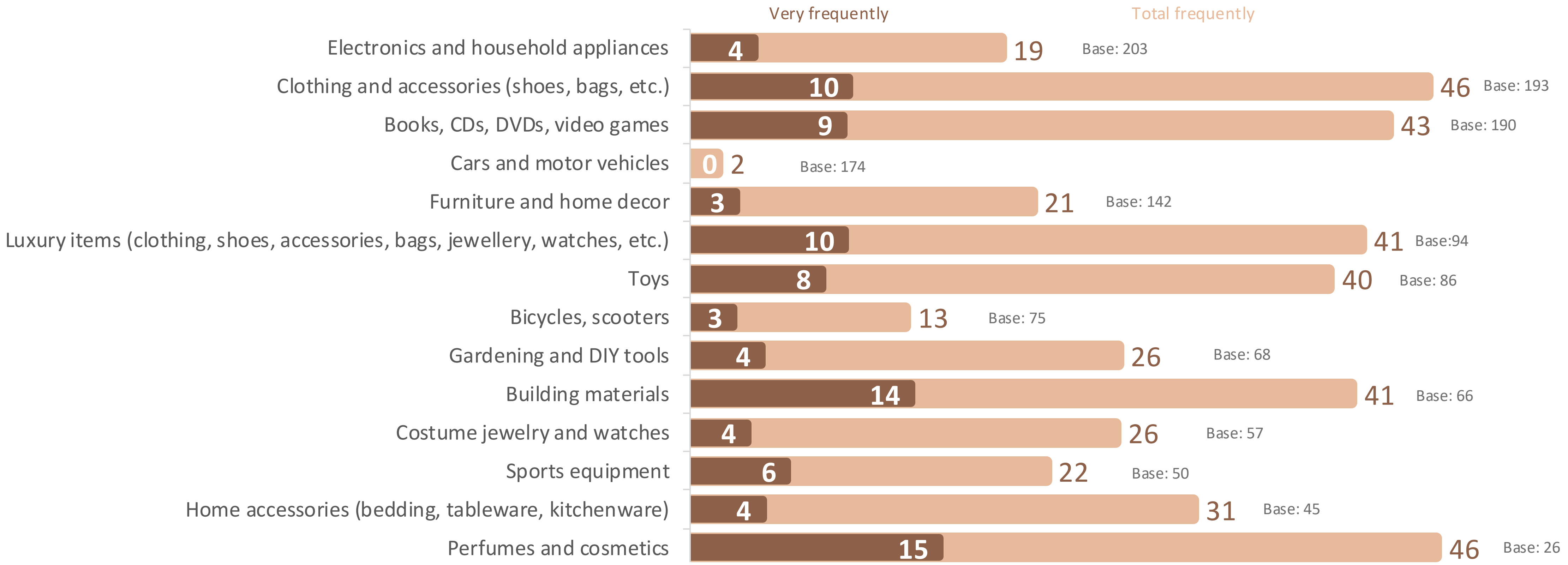


Base: Second-hand consumers (502)
Q8: What types of pre-owned products do you buy ?

The frequency of second-hand purchases is concentrated mainly on clothing and accessories, followed by books/video games, electronics and furniture. Despite a smaller buyer base, perfumes and cosmetics also reach 46% of frequent purchases, a sign of intensive use among the consumers concerned.

Frequency of second-hand purchases

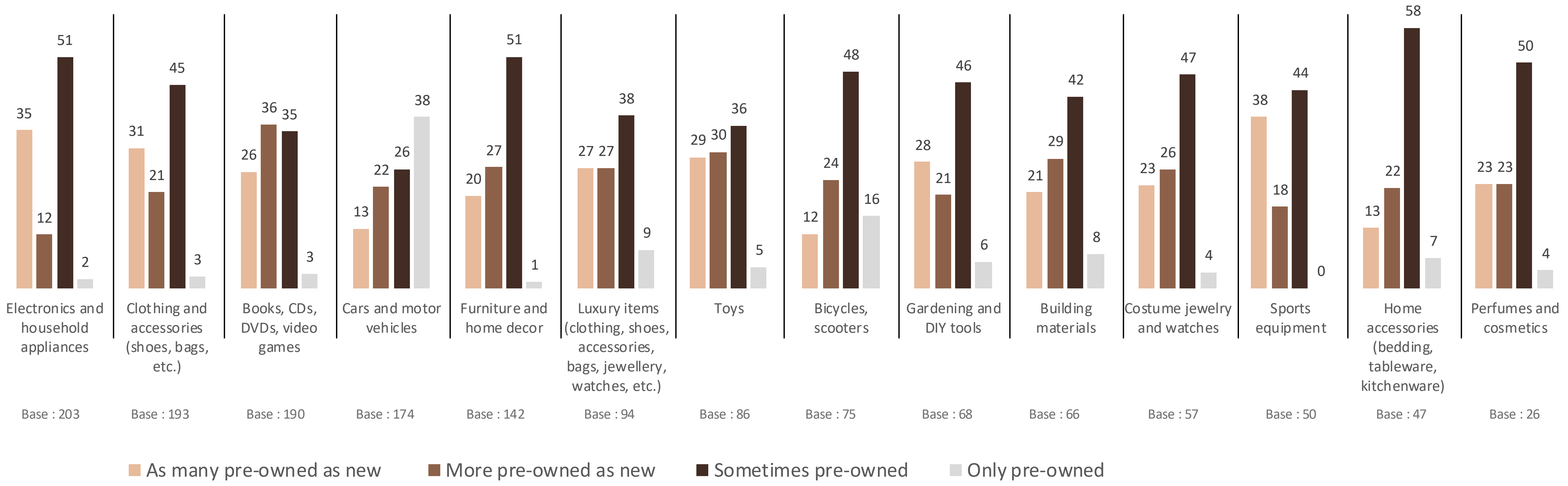
TS « very frequently» + TS « frequently»



Base: Second-hand consumers (502)
Q8.1: How often do you buy these pre-loved products?

Generally speaking, the more expensive a product, the more likely it is to be bought second-hand (with the exception of books/CDs/video games).

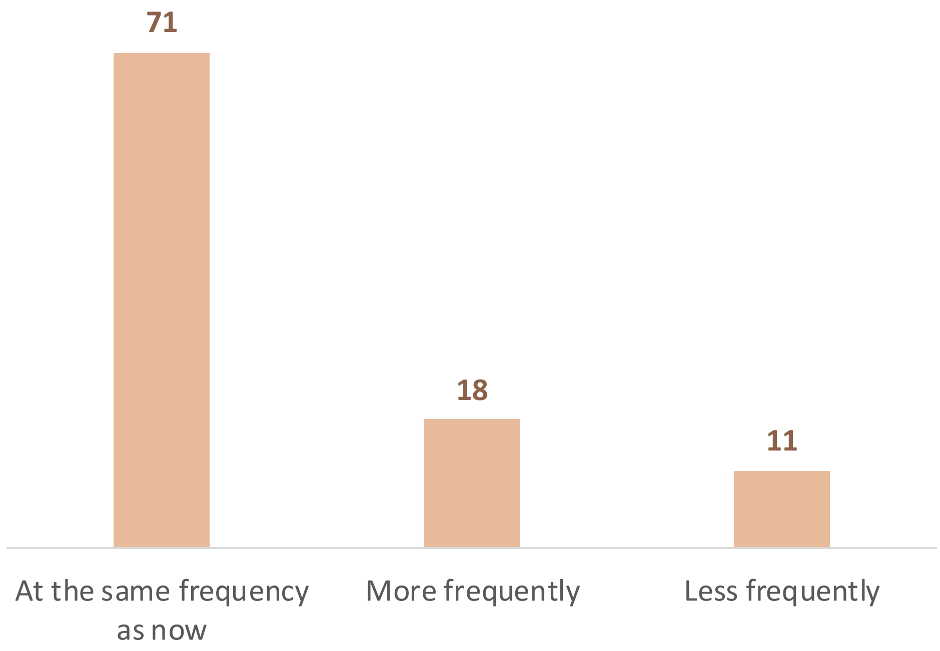
Share of second-hand purchases vs. new purchases



Base: Second-hand consumers (502)
Q9: For each product category below, what is the proportion of your pre-owned purchases compared to your new product purchases ?

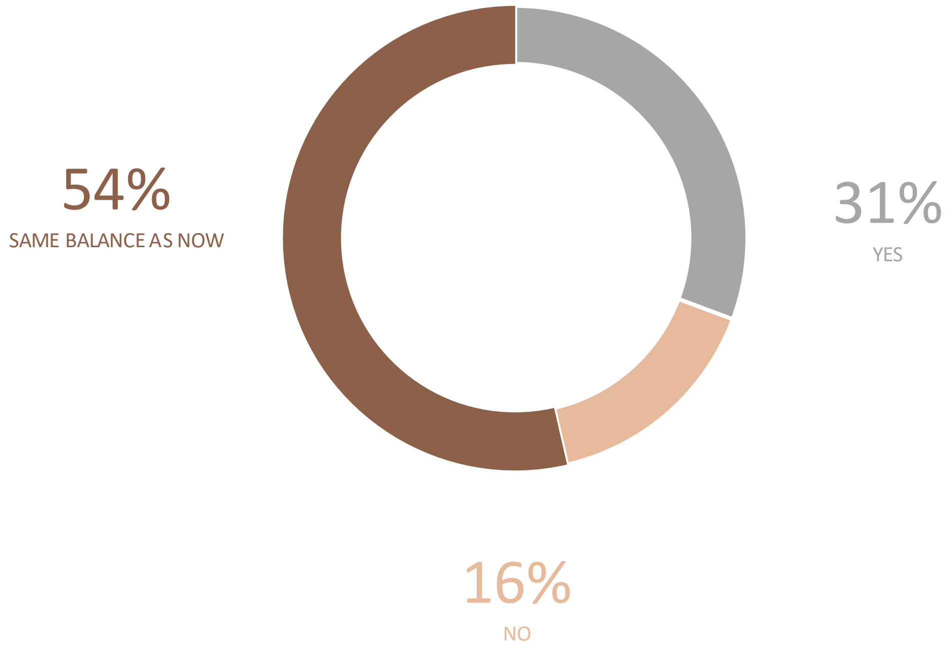
The majority of Greeks are inclined to maintain their frequency of second-hand purchases (71%), slightly above the global average (68%). On the other hand, only 31% plan to increase the proportion of their budget allocated to these purchases, a score below the global average (37%). Reflecting a stable but moderate dynamic in the evolution of their habits.

Frequency of second-hand product purchases in the future



Base: Second-hand consumers (502)
Q10: In the coming months, do you plan to buy pre-owned products...

Share of budget allocated to second-hand product purchases in the future

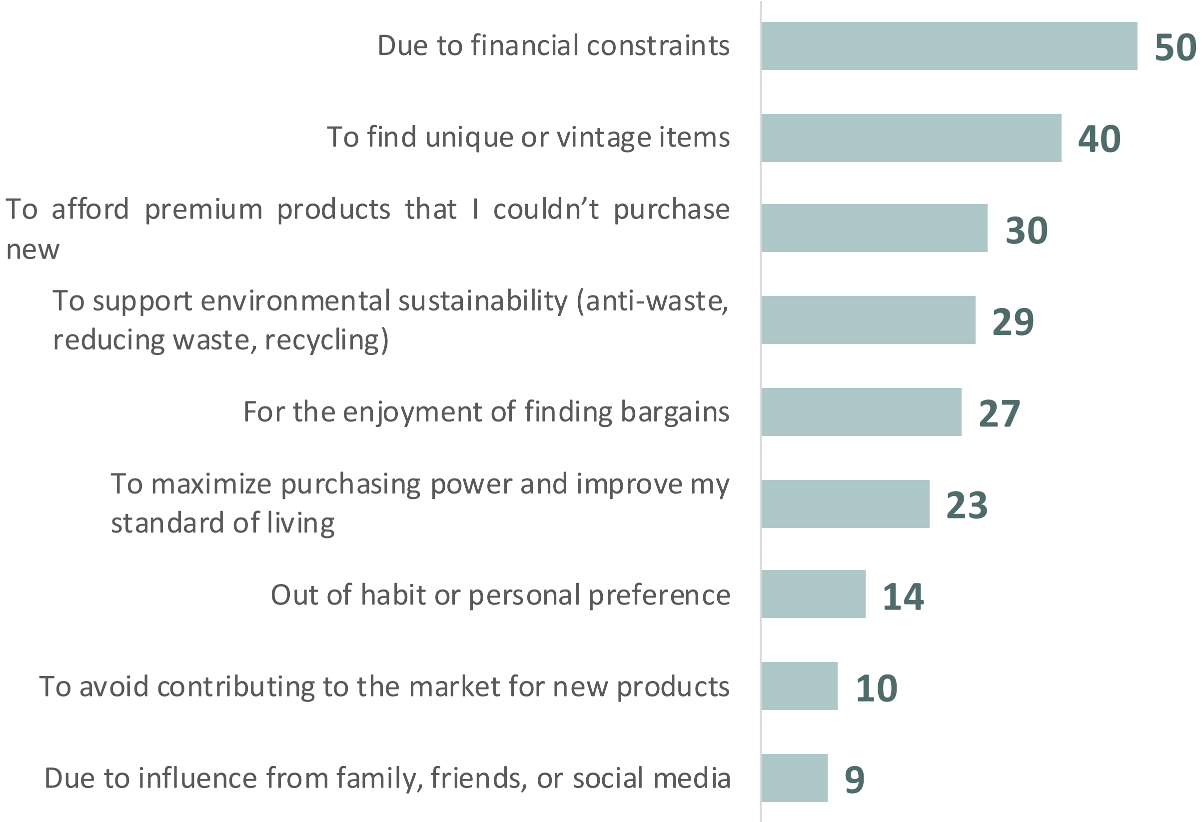


Base: Second-hand consumers (502)
Q12: In the coming months, do you plan to allocate a larger portion of your budget to pre-owned or refurbished products rather than new items?

02

Obstacles, incentives, and choices shaping consumers

Motivations for purchasing second-hand products

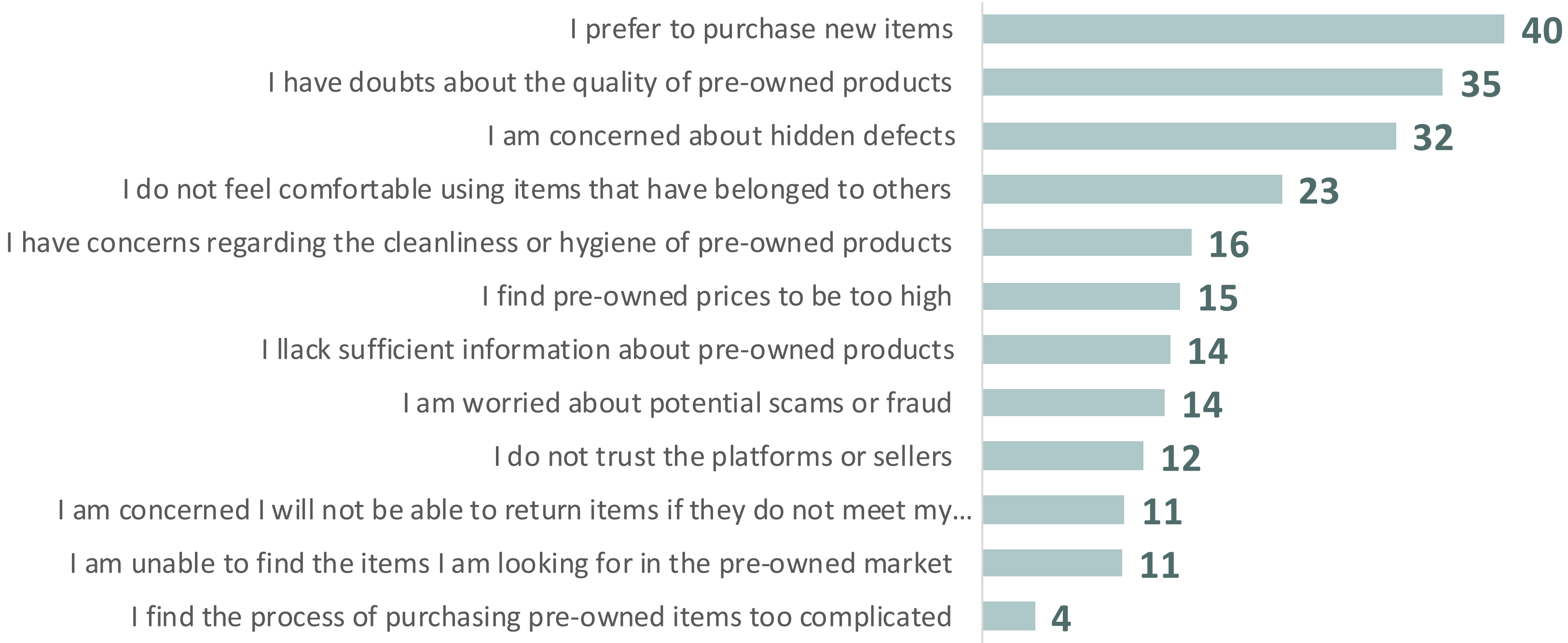


Base: Second-hand consumers (502)
Q15: What are your main reasons for buying pre-owned products?

In Greece, budgetary constraints are the primary motivation for second-hand purchases, cited by 50% of consumers. This score places the country at the top of the 13 countries surveyed on this criterion, well above the global average (27%). The search for unique items, access to premium products and ecological motivations complete the podium.

While the main barrier to buying second-hand products remains the preference for new, fears linked to hidden defects, product quality and the fact of having objects that have already belonged, are also major obstacles.

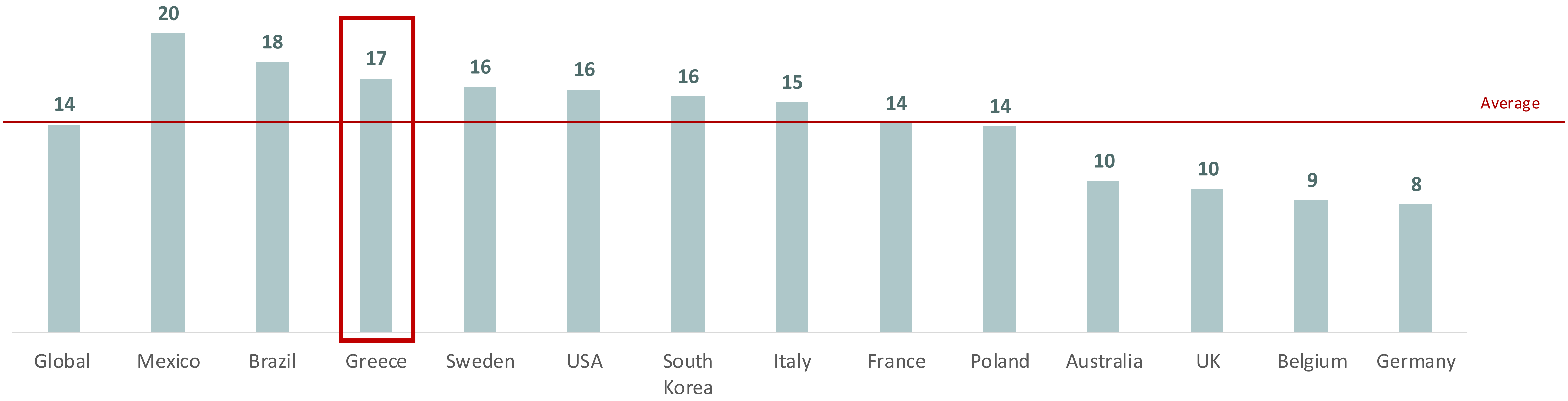
Barriers to purchasing second-hand products



Base: Non second-hand consumers (494)
Q5.1: Why haven’t you bought pre-owned items this year?

17% of Greeks say they plan to start buying second-hand in the next 12 months, well above the global average (14%). Greece ranks 3rd behind Mexico and Brazil, well ahead of Germany and Belgium in last place.

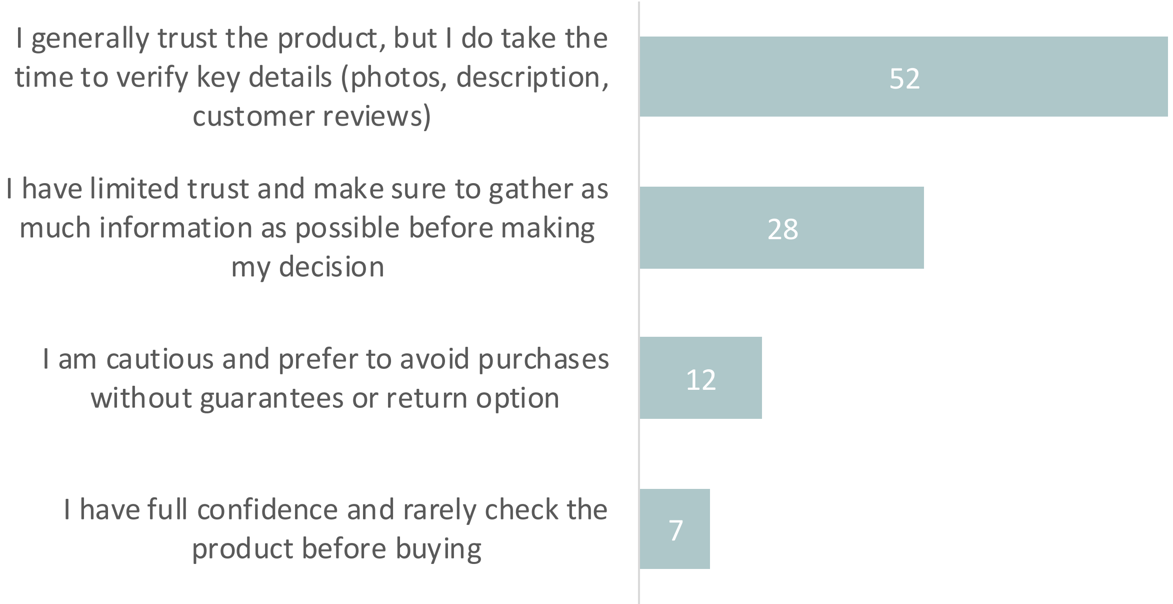
Intention to start buying second-hand products



Base: Non second-hand consumers (494)
Q5.2: Do you plan to begin purchasing pre-owned items in the next 12 months?

The majority of consumers are cautious when it comes to the second handbag: more than 8 out of 10 buy by checking products carefully. The absence of a guarantee remains an obstacle for some, while the majority buy with confidence.

Level of confidence in the quality of second-hand products



Base: Second-hand consumers (502)
Q18: How much confidence do you have in the quality of pre-owned products before completing your purchase?

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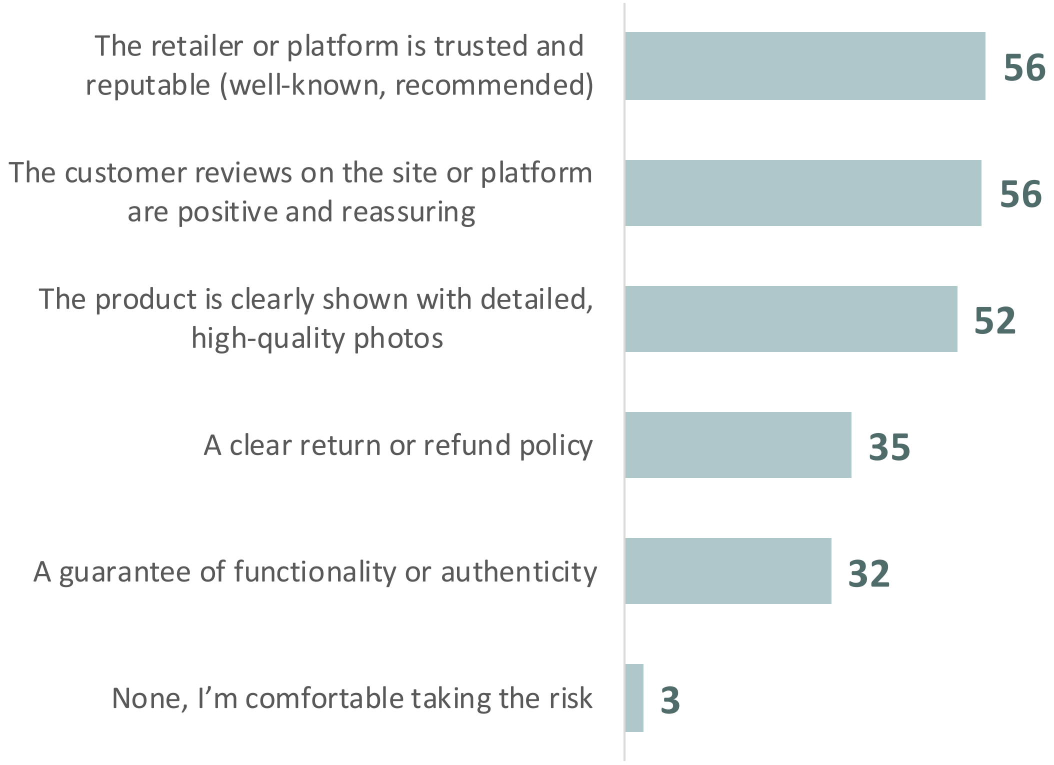
Searching for insurance and guarantees before purchase

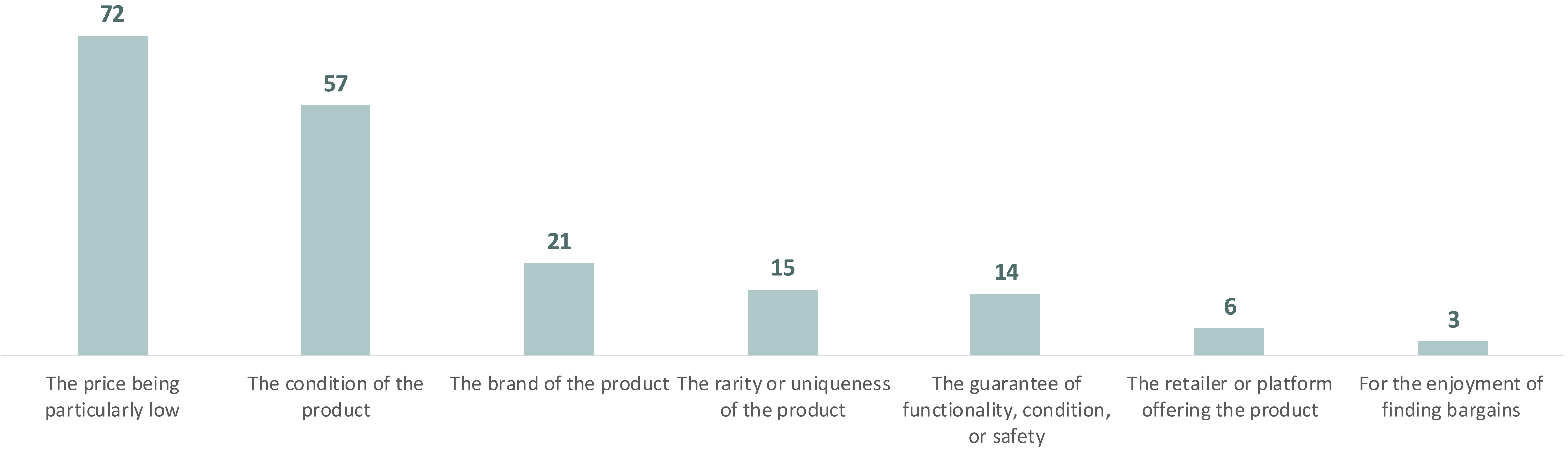


Base: Second-hand consumers (502)
Q19: What types of guarantees or insurances do you look for when purchasing pre-owned products?

For nearly 6 out of 10 second-hand consumers, the reputation of the brand or platform and the site's customer reviews are the number 1 reassurance criteria.
Detailed photos also play a key role: more than 1 in 2 buyers consider them an essential reassurance.
While warranties and return policies reassure some buyers. Only 3% take the risk of buying without any insurance at all.

In Greece, the main factor influencing the decision to buy second-hand is clearly price: 72%, well above the global average (59%). The condition of the product comes in second place, demonstrating a dual requirement: to get a good deal while maintaining a certain level of quality. The other criteria are much less cited, reflecting a more pragmatic and economical approach to the second-hand market in Greece.

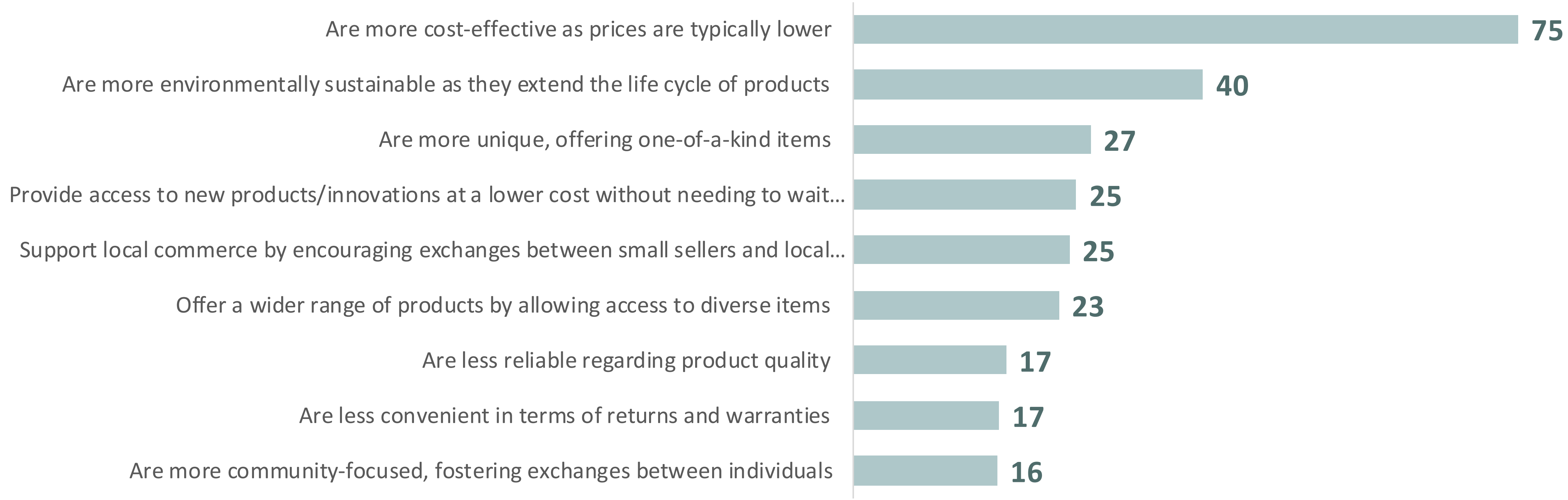
Criteria influencing the purchase decision



Base: Second-hand consumers (502)
Q16: What are the main factors that influence your decision when purchasing a pre-owned product?

By far the biggest difference is price. The country leads the 13 countries surveyed: 75% of consumers believe that second-hand platforms are more economical (75% vs. 65%). The ecological argument comes a long way behind, but is still cited. The aspect of difference also comes up again, along with unique products (27%) and innovations (25%). But quality and warranties are still the main stumbling blocks.

Second-hand platforms/points of sale compared to new product platforms/points of sale



Base: Second-hand consumers (502)
Q7: In your opinion, resale platforms and stores... compared to those selling new products ?

In Greece, second-hand is above all a personal choice, a score above the global average (95%), with other uses remaining marginal. This confirms a predominantly individual approach to second-hand consumption in the country.

Purposes & recipients of second-hand purchases

11%	97%	11%
AS A GIFT	FOR PERSONAL USE	TO RESEL LATER

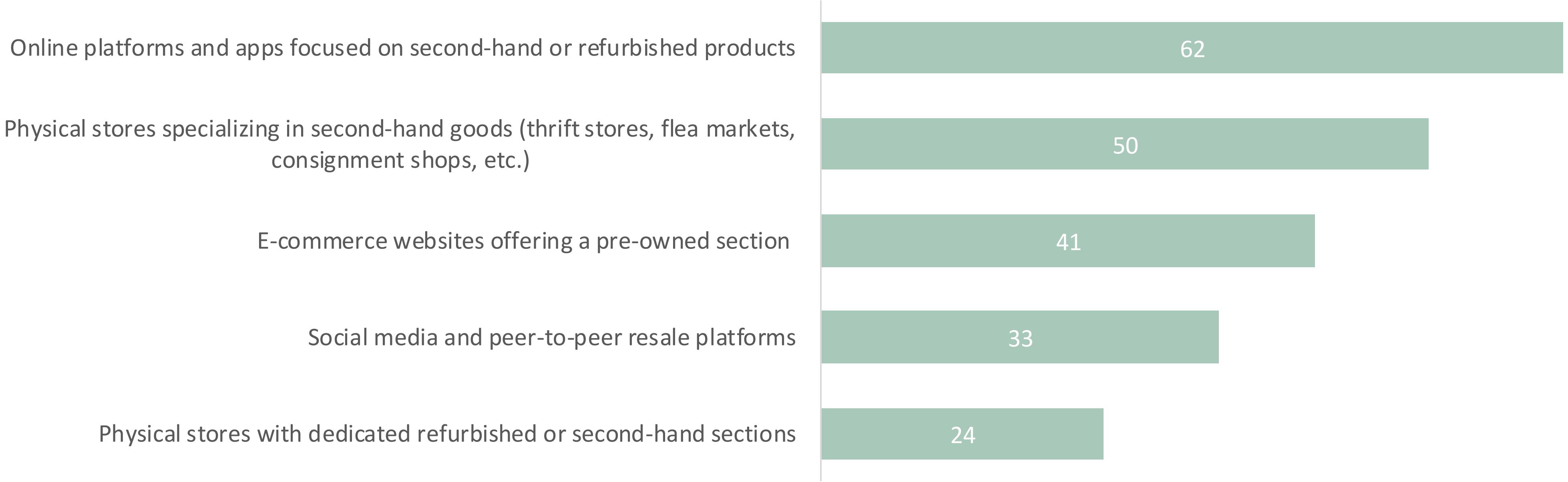
Base: Second-hand consumers (502)
Q13: For what purposes and for whom do you buy pre-owned or refurbished products?

03

The Where and How of second-hand consumption

Applications dedicated to second-hand goods are by far the main purchasing channel, ahead of specialized physical stores, e-commerce sites and social networks. Digital has thus become the number-one reflex for accessing second-hand goods, reflecting a search for simplicity, variety and practicality.

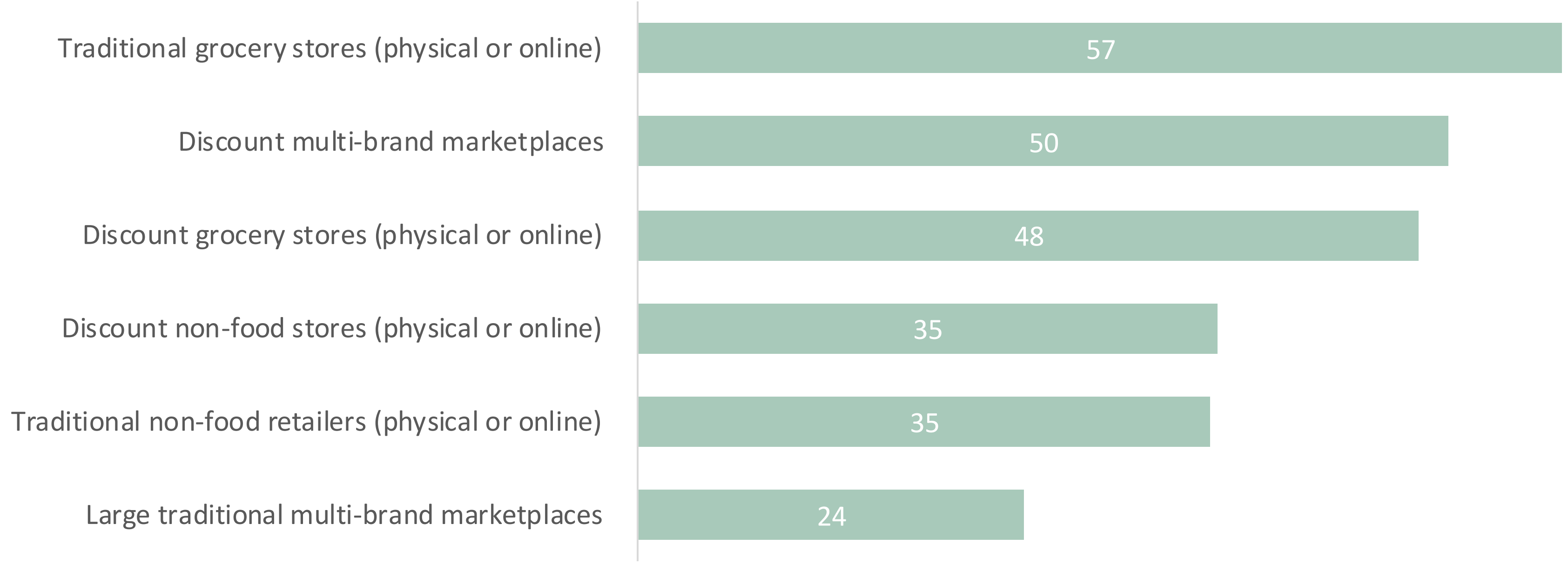
Places where second-hand products are purchased



Base: Second-hand consumers (502)
Q14: Where do you typically purchase pre-ownd products?

Shopping channels remain dominated by food. Consumers continue to give priority to classic food chains, a strong anchoring that testifies to the importance of these channels for essential purchases. Multi-brand discount and discount food chains also occupy a prominent place.

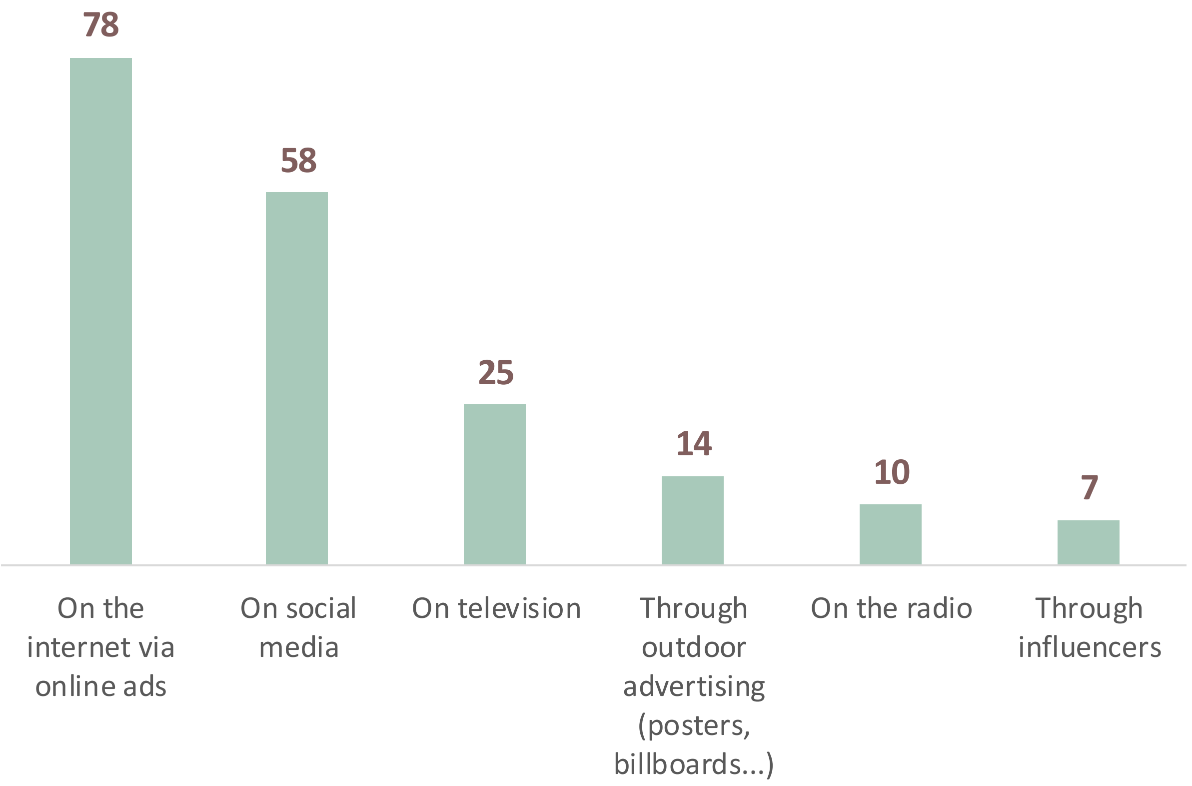
Preferred retailers for buying new products



Base: Second-hand consumers (502)
Q17: Which type of retailers selling new products do you visit most frequently for your other purchases?

Digital technology dominates as an information vector in Greece. Greeks prefer online advertising to inform themselves about the occasion, placing Greece above the average of the 13 countries surveyed (71%), behind Germany and Brazil.
Social networks come in 2nd, well ahead of television, billboards, radio and influencers. The Greeks therefore prefer digital channels, with a marked appetite for accessible, targeted information.

Preferred channels for receiving offers and information on second-hand products



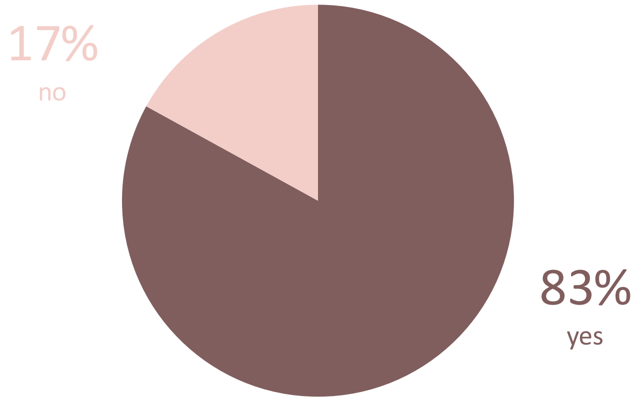
Base: Second-hand consumers (502)
Q27: Through which channels do you prefer to receive information or offers regarding pre-owned products?

04

Building the future: Innovation and growth drivers

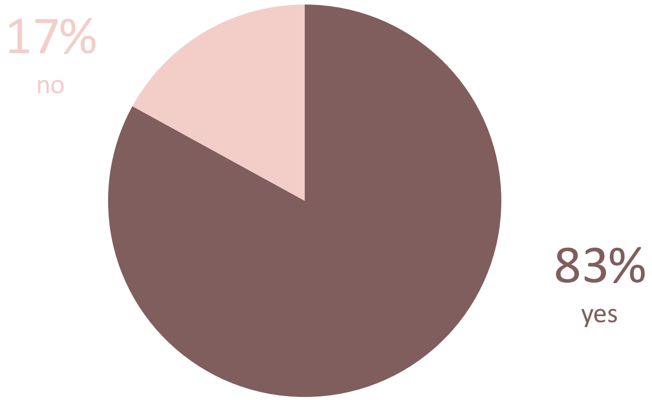
Second-hand consumers are strongly in favor of a stronger integration of second-hand products into new-buy chains. 8 out of 10 would like to see these chains also sell second-hand products. Systematically taking back old products before buying new is also widely supported, as is offering a second-hand alternative to every new product, which is the most popular (85%).

Desire to integrate second-hand into retailers selling brand new products



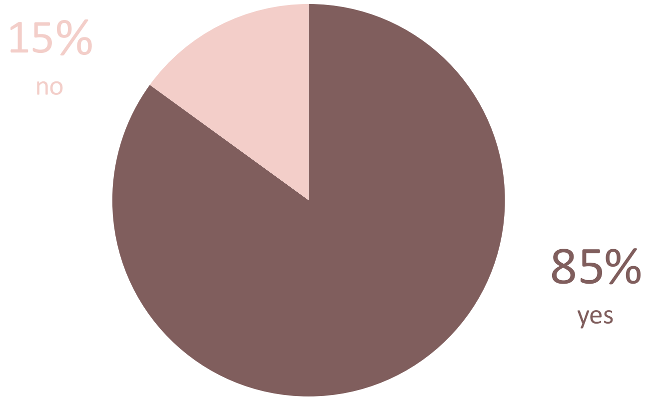
I would like retailers and marketplaces selling new products to also offer pre-owned products

Desire for the systematic take-back of old products by retailers and marketplaces



Retailers and marketplaces should always offer a trade-in option for old products before selling us a new one (except for items like electrical appliances that require a mandatory trade-in)

Desire to systematically offer a second-hand alternative alongside a new product



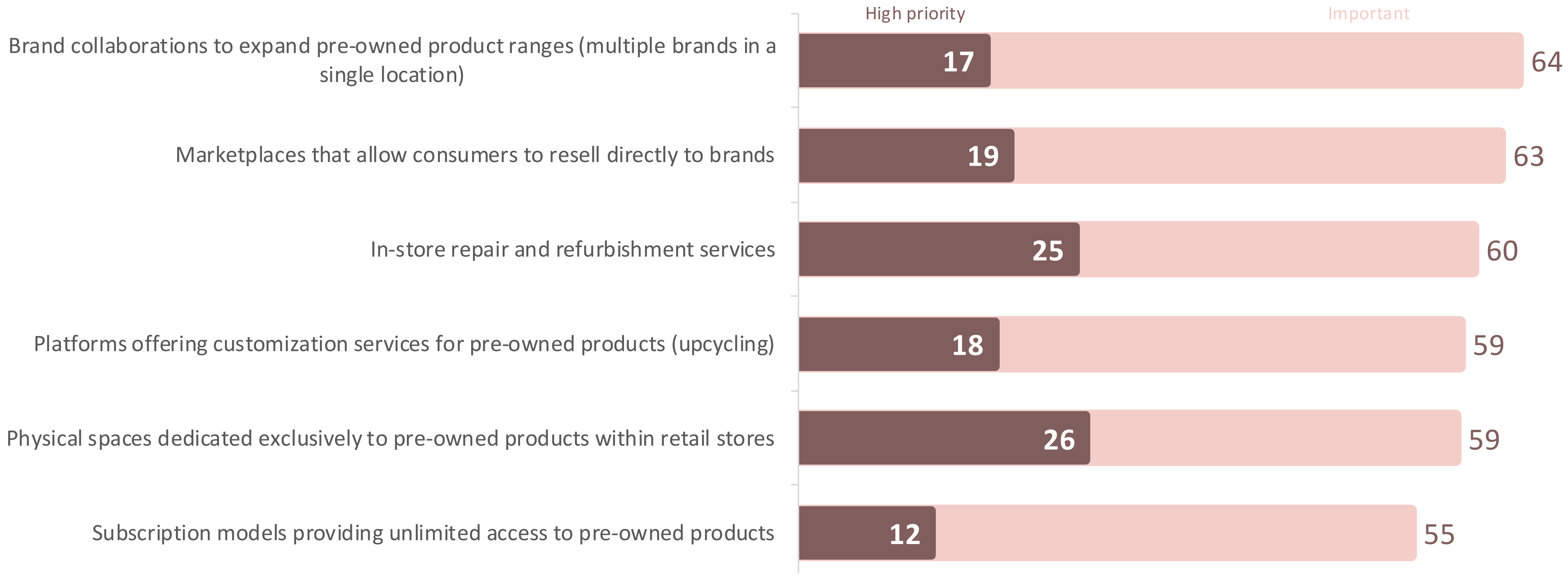
Retailers and marketplaces should consistently provide pre-owned alternatives alongside new product offerings.

Base: Second-hand consumers (502)
Q20: What is your opinion on the following statements or hypotheses?

Greece expresses a strong desire for structuring and innovation in the second-hand world. Greeks are looking for more structured and practical formats, collaboration between brands and direct resale to brands, a sign of a desire to professionalize the sector. In-store repair services and dedicated second-hand spaces reflect the appeal of institutionalized circuits. Last but not least, upcycling and subscription models are also attracting significant but secondary interest.

Demand for innovation in physical stores and digital platforms

TS « high priority » + TS « important »

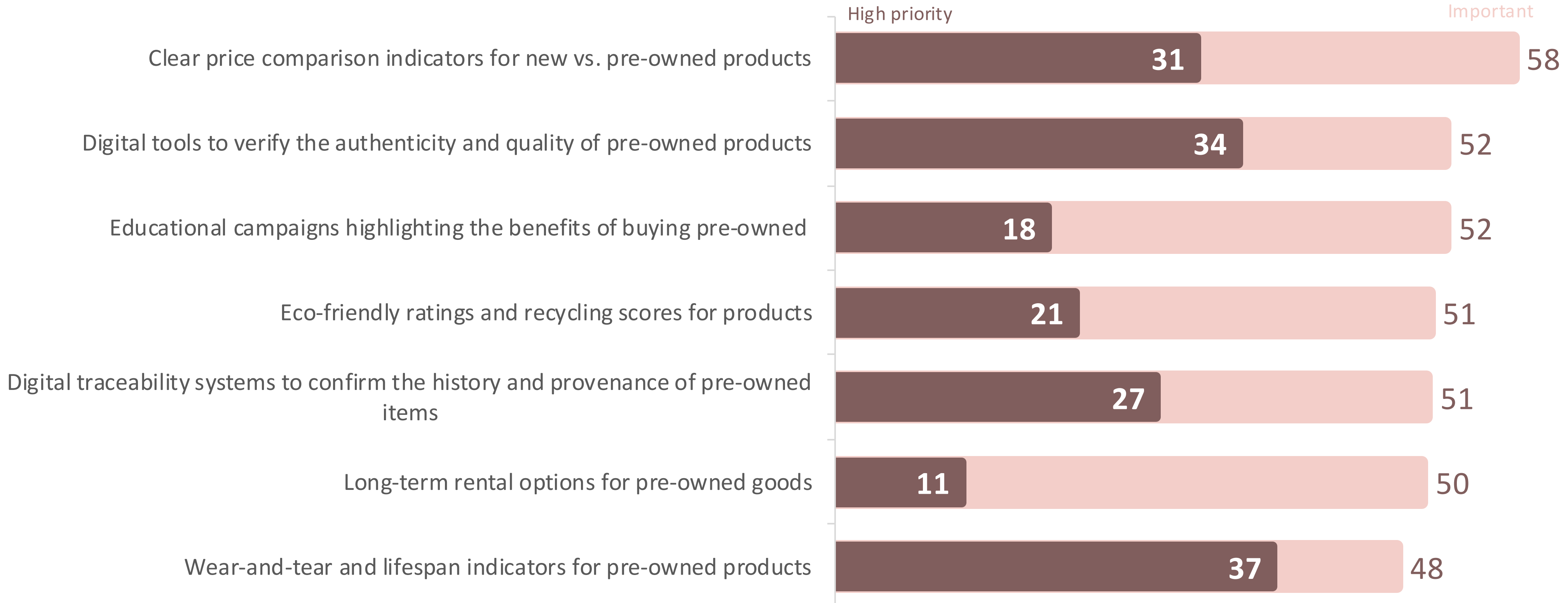


Base: Second-hand consumers (502)
Q25: In your opinion, to what extent should these in-store or platform innovations be developed in the coming years?

Transparency is key, and consumers are keen to use price comparison and authenticity verification tools. Expectations are high when it comes to traceability, ecological impact and educational information, reflecting a need for trust structured around simple, concrete tools.

Demand for greater transparency and information innovation

TS « high priority » + TS « important »

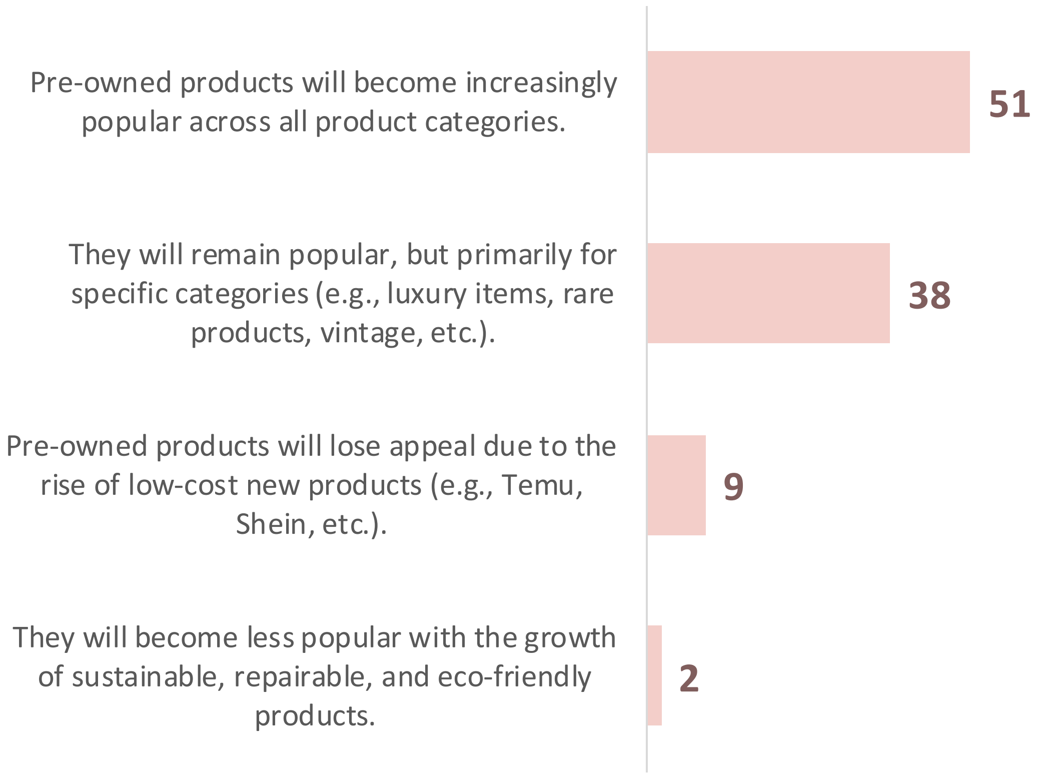


Base: Second-hand consumers (502)

Q26: In your opinion, to what extent should innovations in transparency and information be developed in the coming years?

A promising future for second-hand goods: for more than 1 in 2 consumers, second-hand products will continue to grow in popularity across all categories. But 38% believe that their growth will be concentrated in specific segments such as luxury or vintage.

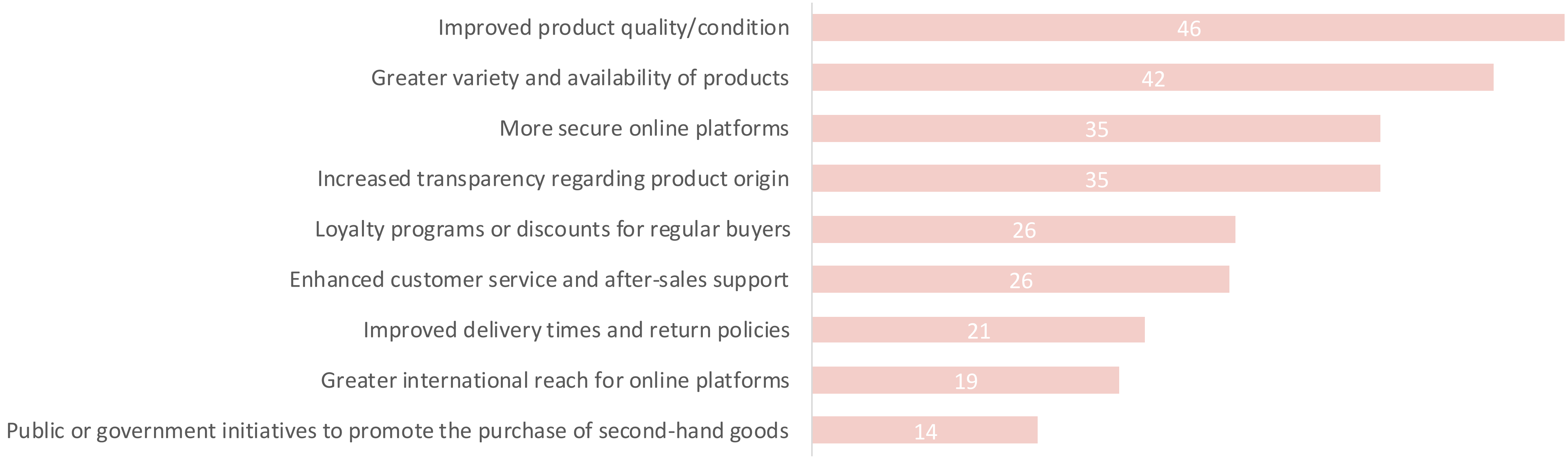
Second hand products in the future



Base: Second-hand consumers (502)
Q21: What do you believe is the future of pre-owned products?

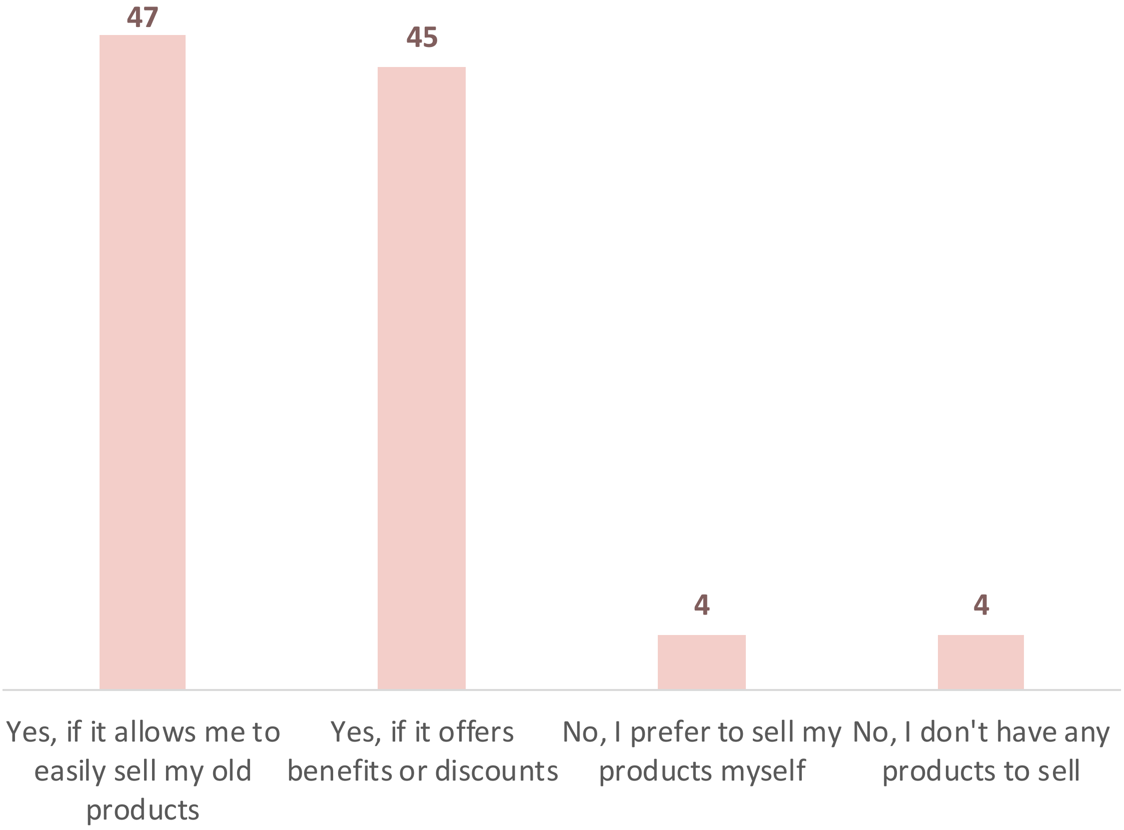
The priority is clear: first and foremost, consumers want more quality, more choice and more secure platforms. Transparency of origin and better customer service are also strongly expected. Expectations therefore extend beyond the product itself to encompass the entire purchasing ecosystem.

Improvement of the second-hand product purchasing process



Base: Second-hand consumers (502)
Q22: What improvements would you like to see in the pre-owned purchasing process?

Interest in a trade-in program



Base: Second-hand consumers (502)
Q24: Would you be interested in a trade-in program offered by brands, even without immediately purchasing a new product?

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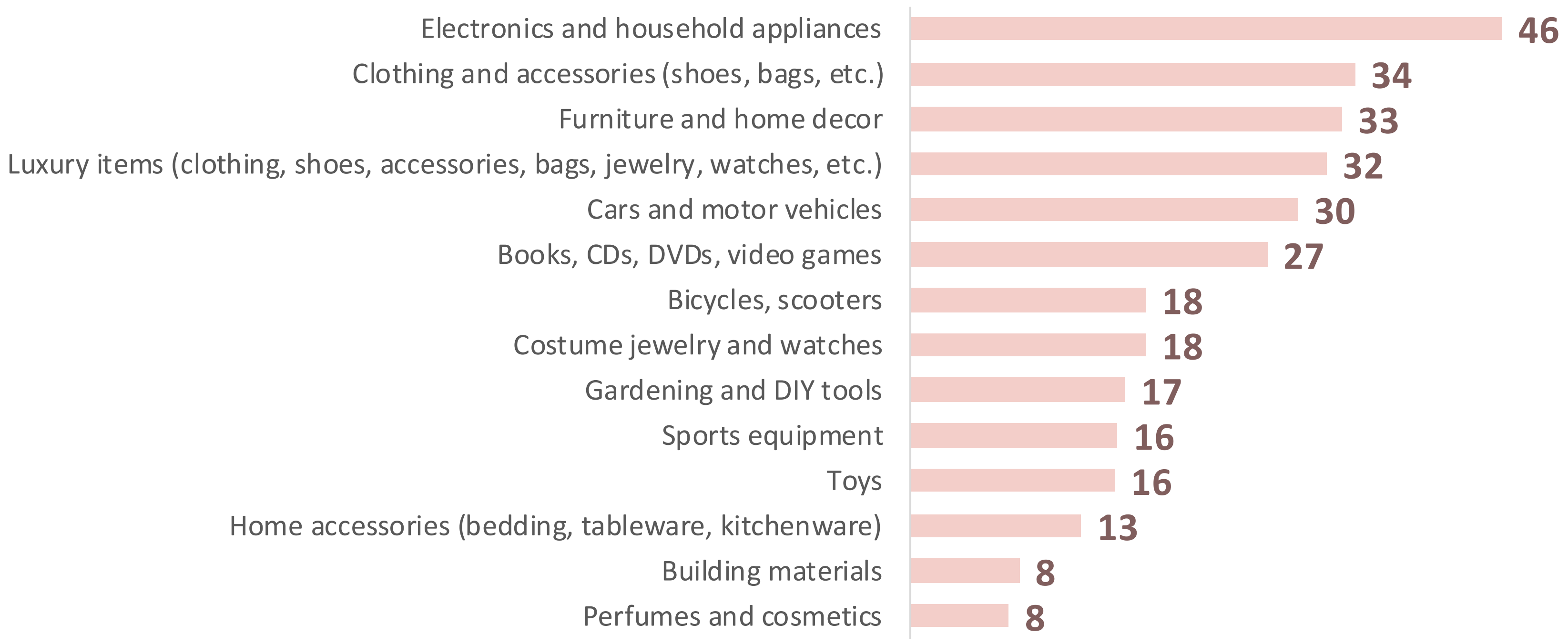
Nearly 9 out of 10 consumers say they are interested in a trade-in program. Simplicity of resale is the main motivation, followed by the possibility of obtaining discounts.

Consumers are keen to see a wider range of second-hand products, particularly electronics and household appliances. Greece is the first of the 13 countries surveyed to want to see more. Next come clothes, furniture and luxury goods, in line with the global average.

Desire for an expanded range of second-hand products by category



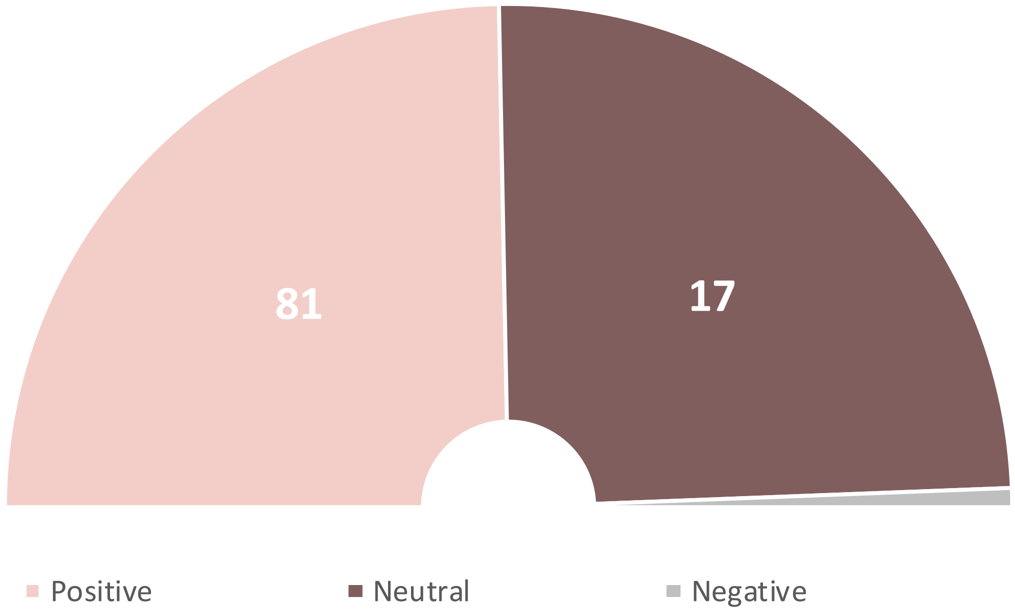
Base: Second-hand consumers (502)
Q23: Which product categories would you like to see more pre-owned options available for?

More than 8 out of 10 respondents report a positive experience, confirming the growing appeal of this mode of consumption. Only a small proportion expressed dissatisfaction, showing that any disincentives remain marginal.

Base: Second-hand consumers (502)
Q28: How would you rate your overall experience with purchasing pre-owned products?

Assessment of the second-hand product purchasing experience

TS « very positive », « rather positive » + TS « neutral » + TS « rather negative », « very negative »



05

Key takeaways

Greeks and second-hand consumption: a promising future

6 key points to remember

1. A strong appetite for digital

In Greece, the second-hand market is showing strong digital maturity. The majority of consumers prefer to receive offers or information via the Internet, particularly online advertising (78%) and social networks (58%). These channels largely dominate more traditional media such as television (25%) or radio (10%). This reveals a highly digitalized consumption pattern, where Greek consumers are accustomed to exploring, comparing and buying online.

2. A massive expectation for brands to integrate second-hand products

Second-hand is seen as a lever to be fully integrated into traditional sales channels. 83% of respondents would like brands and marketplaces that sell new products to also offer second-hand items. Another 83% would like to see a systematic system of taking back old products before a new purchase, and 85% would like to see a second-hand alternative offered alongside every new product. This expectation expresses a strong desire to normalize second-hand, to include it in current consumer practices, without marginalizing it.

3. Innovations in stores and platforms eagerly awaited

In terms of innovation, Greek consumers are looking for more professional and accessible structures. They prefer physical spaces dedicated exclusively to second-hand goods within retail chains, marketplaces that enable consumers to resell directly to brands, and repair workshops integrated into retail outlets. This shows a need for clarity, reliability and fluidity in the resale process, and a preference for supervised channels rather than transactions between private individuals..

4. A clear demand for transparency and reassurance

Trust is also a key concern. Consumers expect innovations to enhance market transparency. They would like to see price comparisons between new and used products (58%), digital authenticity verification tools (52%), traceability systems (51%) and product wear and lifespan indicators (48%). These figures reflect a strong need for clear information to enable safe purchasing.

5. A promising future for the second-hand sector

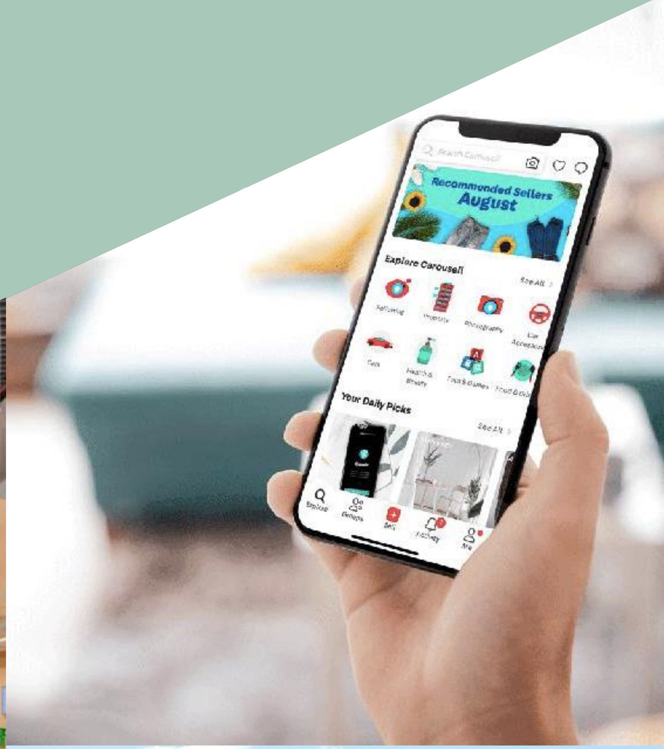
The future of second-hand is seen as positive by Greeks. 51% believe it will become popular in all product categories, while 38% see it as being confined to segments such as luxury, rare or vintage goods. Only 9% believe it will lose interest due to the rise of low-cost products such as those from Temu or Shein. This reflects a strong support for the second-hand model, perceived as a sustainable, credible and evolving mode of consumption.

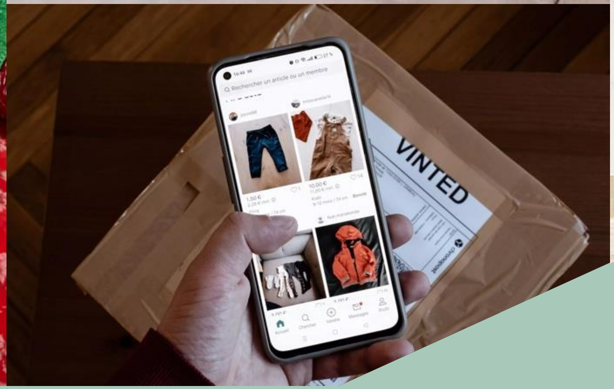
6. A very positive shopping experience overall

Finally, the current user experience is largely satisfactory. 81% of respondents rate their second-hand shopping experience as positive, compared with just 2% who rate it negatively. This satisfaction confirms that consumers are not only convinced by the ecological or economic values of second-hand goods, but also by the concrete quality of their shopping experience. Second-hand in Greece is not simply a default choice, but a genuine modern consumer reflex.

Re. COMMERCE

Methodology





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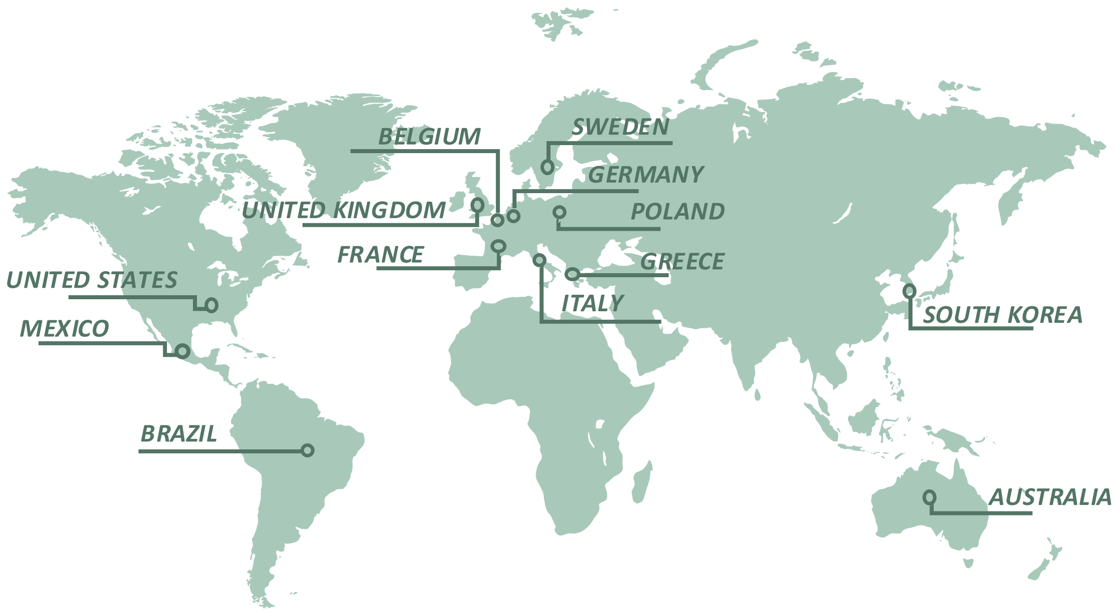
Global Methodology



Sample of 17003 individuals representative of the countries population (***France, Germany, Greece, Italy, Belgium, UK, US, Sweden, Poland, Mexico, South Korea, Australia, Brazil***) aged 14 and older. The sample was formed using the quota method, based on criteria such as gender, age, socio-professional category, and region of residence.

The sample was surveyed using an online CAWI (Computer Assisted Web Interview) questionnaire.

The interviews were conducted between february 20th and march 3rd 2025.

Greece Methodology

Sample of 996 individuals representative of the ***Greek*** population aged 14 and older. The sample was formed using the quota method, based on criteria such as gender, age, socio-professional category, and region of residence.

The sample was surveyed using an online CAWI (Computer Assisted Web Interview) questionnaire.

The interviews were conducted between february 20th and march 3rd 2025.

Sample

Gender	%
Female	52%
Male	48%
Other	0%

Age range	%
14-17 years old	6%
18-25 years old	7%
26-35 years old	9%
36-45 years old	15%
46-55 years old	18%
56-65 years old	36%
More than 65 ans	9%

Income Range	%
Working class	29%
Lower middle class	43%
Middle class	20%
Upper middle class	6%
Above wealth treshold	2%

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