

# DIGITAL BANKING IN GREECE

## FACTS AND FIGURES IN 2017

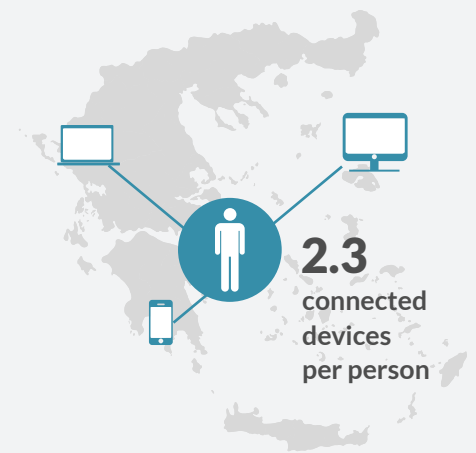
### > Greeks become more and more digitally mature over the years

#### Internet users



Greece holds the 4<sup>th</sup> lowest internet users percentage in the EU, revealing the fact that there is still **room for improvement**

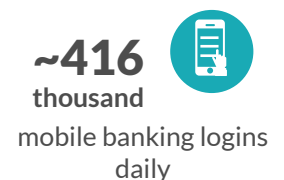
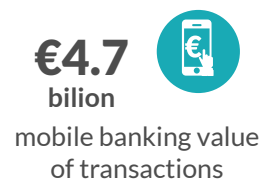
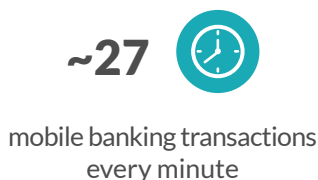
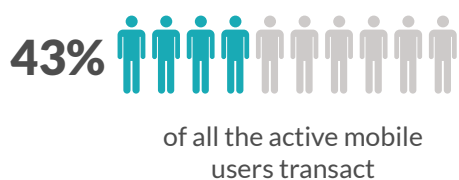
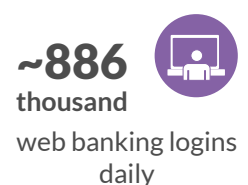
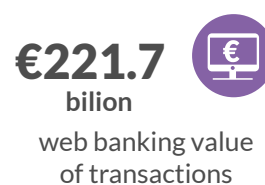
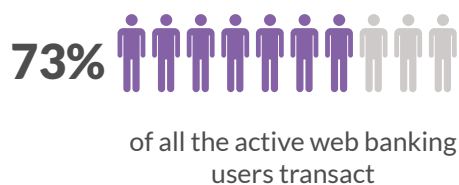
#### Smartphone users in Greece




### > Customers are increasingly using mobile and internet banking to pay their bills and transfer their money

**6.25** registered  
internet banking  
million & mobile users

In 2017 web banking accounts for the vast majority of transactions, but at the same time value of transactions via mobile banking record an **impressive increase compared 5 years ago of almost 20 times**



## > Soaring online purchases

**3.5 million** 

Greeks purchased online products of **€4.5 - 5 billion**

**75%** 

of online purchases take place at **Greek e-shops** currently estimated around **7,000**


Consumers mainly purchased products and services from the categories below

**83%** 

Travel services

**72%** 

Accommodation services

**67%** 

Electronics & computer equipment

**66%** 

Ticket services

**61%** 


Shoes & Apparel

**59%** 


Food delivery

Percentages refer to consumers that made at least one online purchase in 2017

For their online purchases consumers used mainly **Debit Cards**, while **digital wallet** appeared on the list of payment methods for the first time ever

 Debit cards > **64%**

 Cash on delivery > **57%**

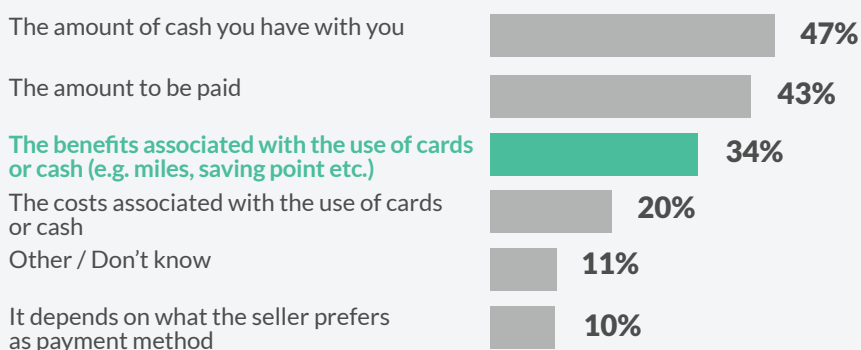
 Credit cards > **42%**

 Digital wallet > **17%**

 PayPal > **9%**

## > Consumers show a marked preference in using cards for their everyday transactions

### > Factors influencing choice of payment instrument



### > POS expansion

The use of cards has been facilitated by the numerous POS devices available in almost all industries as a result of the regulations imposed in the Greek market. The number of POS devices available almost doubled compared to the previous year (+87%).

### > Card preference

Although 88% of transactions\* were conducted with cash, a significant percentage of consumers (39%) mention that cards and other non-cash methods is their preferred payment method. Card loyalty schemes prove to be 3<sup>rd</sup> most important factor influencing consumer choice of payment instrument.

\*Refers to payment at points of sale-online payments exclusive

 **~1.5 million** Card transactions daily

 **~62.7 million** average transactions daily

#### References

European Commission, Digital Scoreboard / ECB, "The use of cash by households in the euro area", No 201, Nov 2017 / Hellenic Bank Association Greek market insights, 2012-2017 / Greek online consumers 2017-ELTRUN Survey / Data from HBA member banks and Cardlink, First Data, DIAS / Google Consumer Barometer 2017