

# Your *\*mom* is *on* TikTok!

An up-to-date social media  
research of Greeks by Humble.

Humble. Presents



Research Insights

# Social Media in Greece Research by Humble.

4.000+ Responses

All Age groups

Major Social Media Platforms (FB, IG, TikTok)

## Most popular age groups by platform:



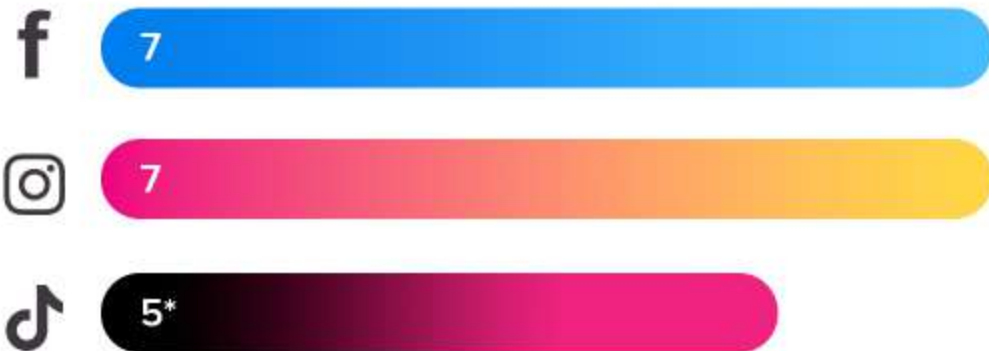
Compared to all social media platforms,  
TikTok has the youngest demographic.



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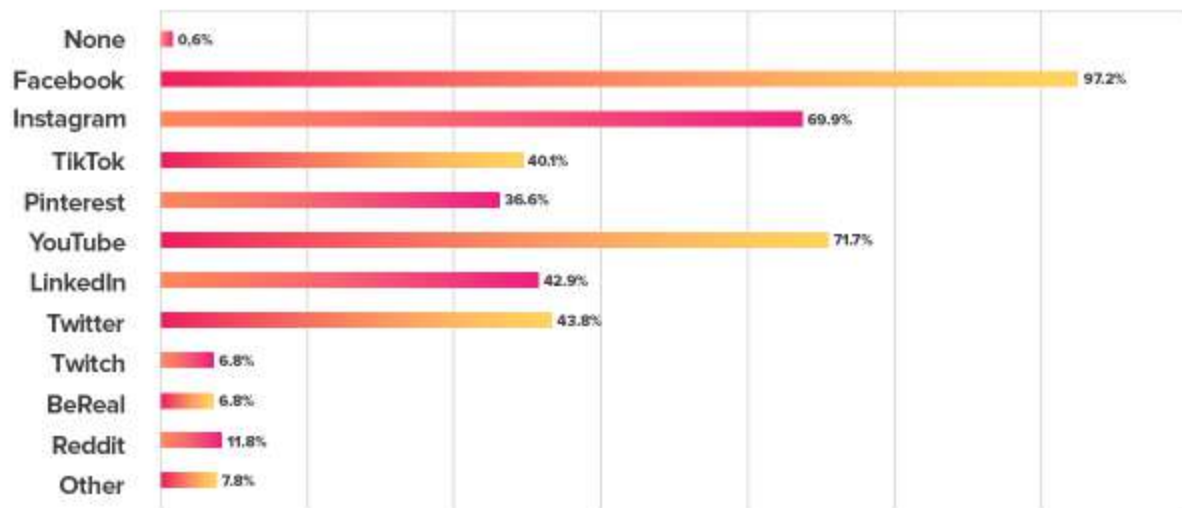
Research Insights

## How many Social Media accounts do you have?

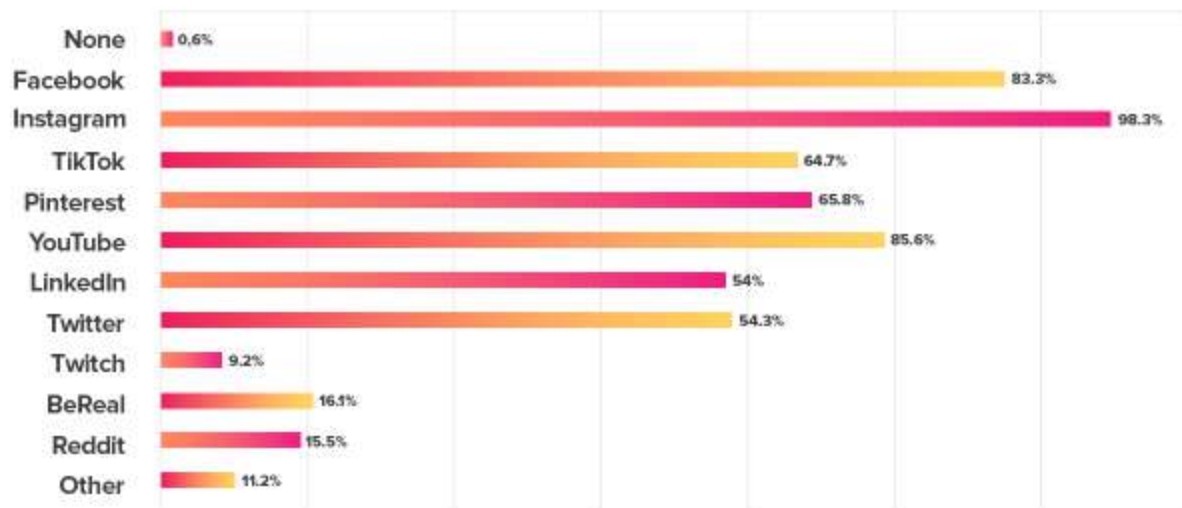


*\*TikTok users are more picky! TikTokers have an account in fewer social channels than other users.*

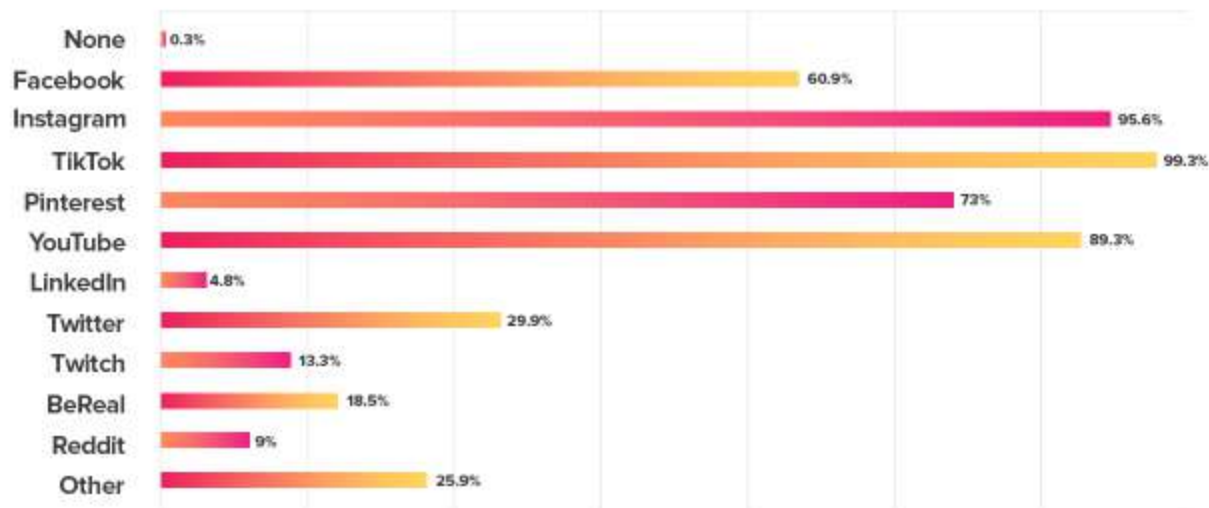
## In which Social Media platform do you have an account?



## In which Social Media platform do you have an account?



## In which Social Media platform do you have an account?



INSIGHT

**YouTube & Pinterest score very high in every user group**



## How much time do you spend daily on Social Media?



## Time tik-toks on TikTok! 🕒

Currently, the “heaviest users” of Social Media are the users of TikTok.



# How many times per day do you open Facebook?

None



62%



32%

At least 1 time



38%



50%

## Percentage of users that have a Facebook Account:



## R.I.P. Facebook 🪦

Facebook is being abandoned by younger audiences and seems to be becoming a Social Media Network of the older generation.



**TikTok users are the “early adopters” - they are the first ones who will adapt to and embrace new platforms and the first who will abandon aged platforms.**

**Their majority has a Facebook account but does not log-in regularly.**



## In which Social Platform do you spend most of your time?

13-18:

Youtube (37%)

Instagram (25%)

19-24:

Instagram (48%)

TikTok (18%)

25-34:

Facebook (28%)

Instagram (28%)

35-65+:

Facebook (80%+)

## In which Social Platform do you spend most of your time?

13-18:

Instagram (41%)

TikTok (30%)

19-24:

Instagram (64%)

TikTok (20%)

25-34:

Instagram (68%)

TikTok (19%)

35-65+:

Instagram (70%)

TikTok (12%)

45-54

Instagram (54%)

Facebook (29%)

55-64:

Instagram (49%)

Facebook (30%)

65:

Facebook (67%)

Instagram (17%)

## In which Social Platform do you spend most of your time?

13-18:

TikTok (62%)

Instagram (28%)

19-24:

TikTok (59%)

Instagram (30%)

25-34:

TikTok (66%)

Instagram (20%)

35-65+:

TikTok (64%)

Youtube (17%)

45-54

TikTok (60%)

Facebook (20%)

55-64:

TikTok (58%)

Facebook (32%)

65:

Facebook (38%)

TikTok (37%)

# Every “book” has a last page

## INSIGHT

**Facebook users\* are the only ones that say they spend most of their time at a different platform.**

## ANALYSIS

**This means, that users (ages 13-34) are going to spend less time on the platform or/and abandon it whatsoever.**

*\*The ones that responded to our research via Facebook*

# Instagram, you dropped this 👑

## INSIGHT

**Instagram users\* spend the majority of their time in the platform. Their second social medium of choice is TikTok (younger ages) or Facebook (older ages).**

## ANALYSIS

**This means that Instagram is not threatened by TikTok yet. In fact, at the moment it is the Social Media King in Greece.**

*\*The ones that responded to our research via Instagram*

Once you get on TikTok, you can never go



INSIGHT

**TikTok users\* spend the majority of their time in the platform. Their second platform of choice is Instagram (younger ages) or Facebook (older ages).**

ANALYSIS

**Even the older ones, are very engaged with the platform - a fact that shows that if you get to know the platform then you become “addicted” regardless of age!**

*\*The ones that responded to our research via TikTok*

## Your Favorite Social Medium is...

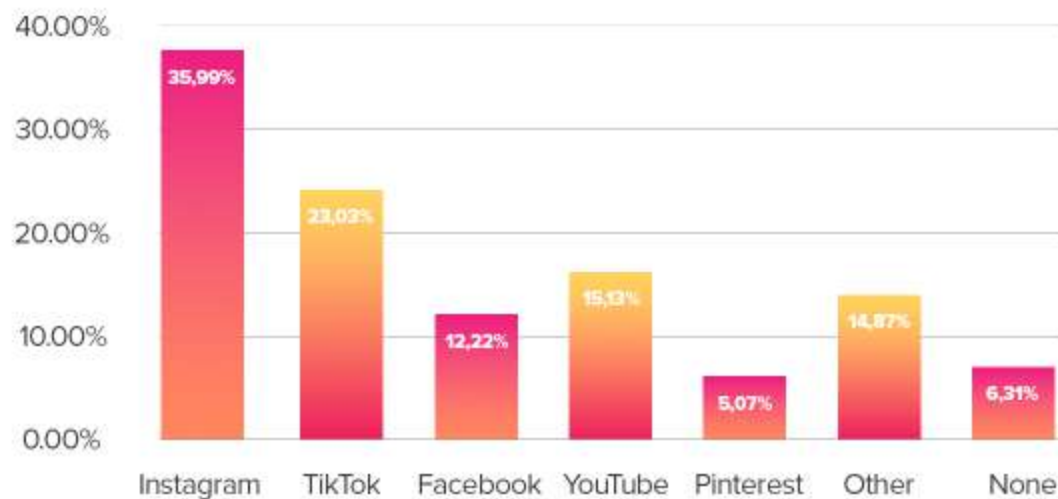


#Instalove 🤝

Greece's most favorite Social Media right now overall is:



## Greece's favorite Social Media right now:

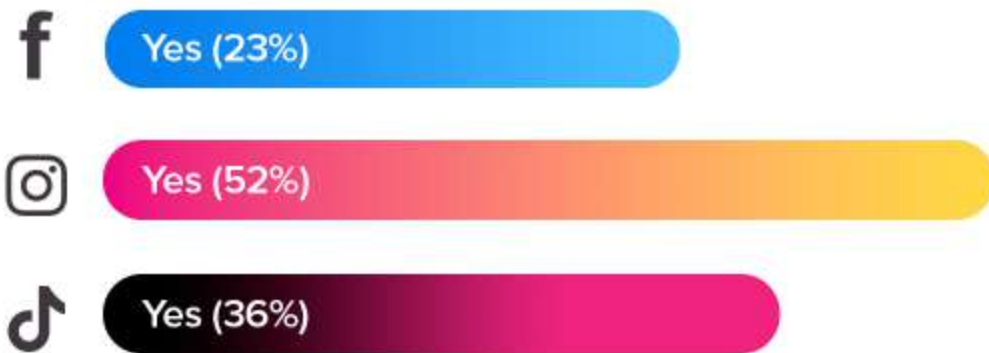


## INSIGHT

**Instagram, TikTok and YouTube are Greece's most favorite social media!**

**We asked users “Which is your favorite Social Media platform” and they responded! This reveals the user intent to spend more time in any given social media platform, predicting which platforms will remain at the top of user's preferences for the near future.**

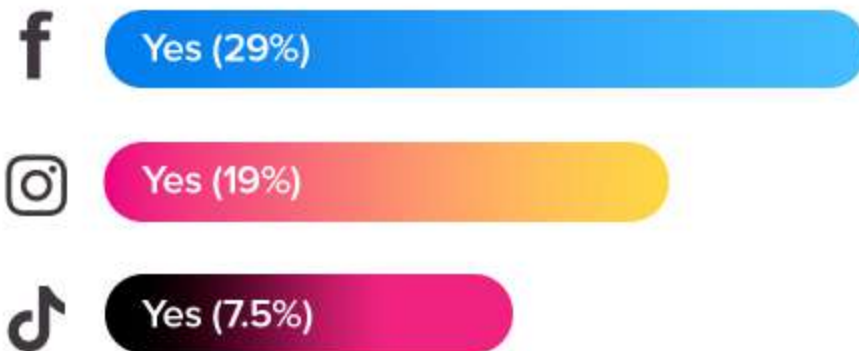
## Have you visited a place/shop you saw on Instagram?



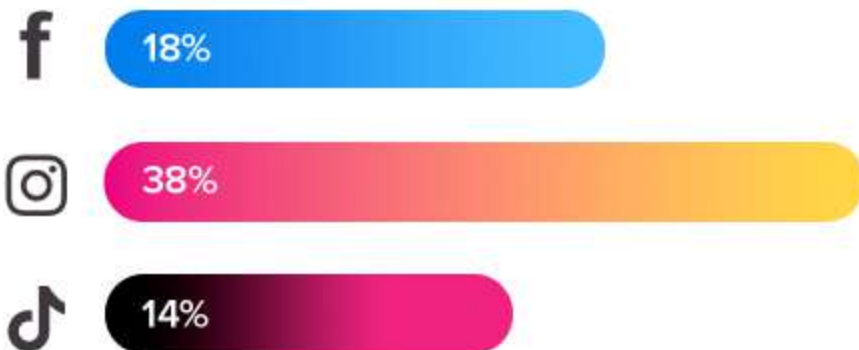
## Have you visited a place/shop you saw on TikTok?



## Have you visited a place/shop you saw on Facebook?



## Instagram is Greece's most influential Social Media platform in terms of driving consumer intent



## Instagram is a “selling machine”

It is notable that **50%** of Instagram users said they were influenced by the platform to buy something or to visit a place!

**BUY ME!**



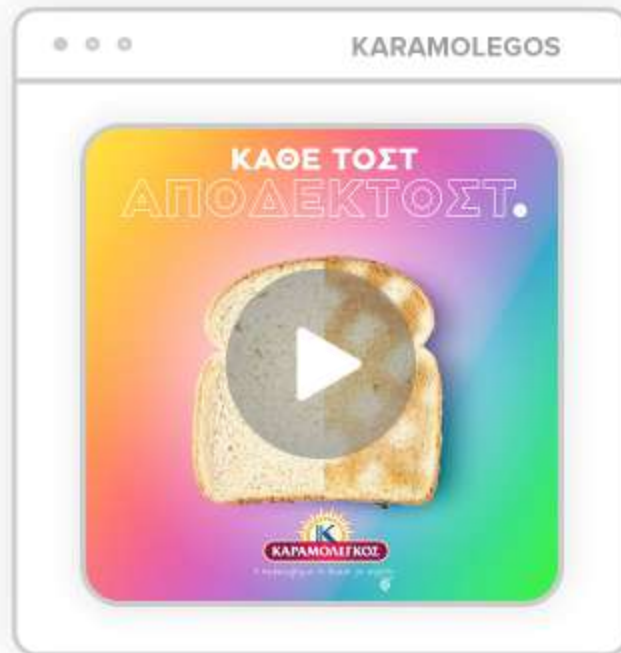
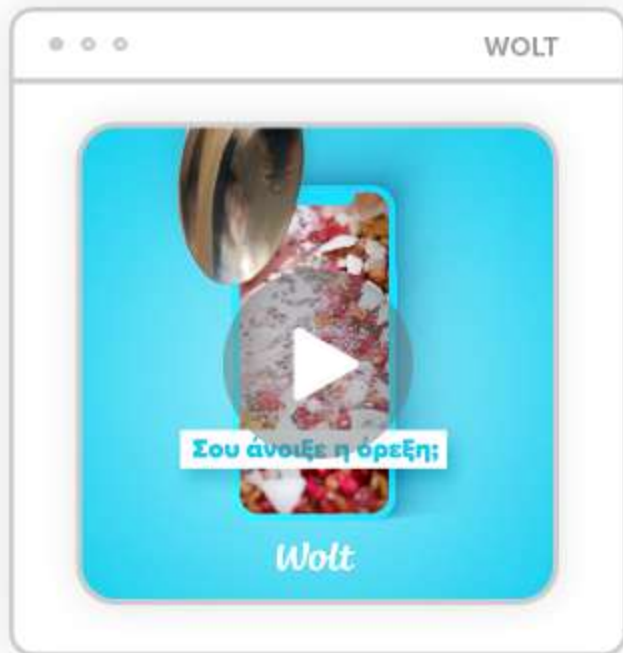
## **Our Humble Tip:**

**This means that most of your media budget should be allocated to Instagram, whether the goal is direct sales or branding.**

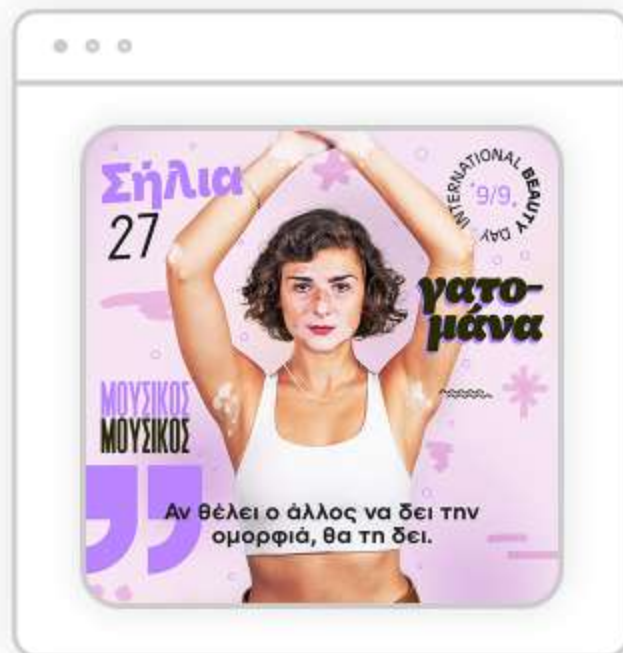
**All you have to do is have scroll-stopping Instagram content to grab users attention.**

## And what do we mean by Scroll-Stopping content?

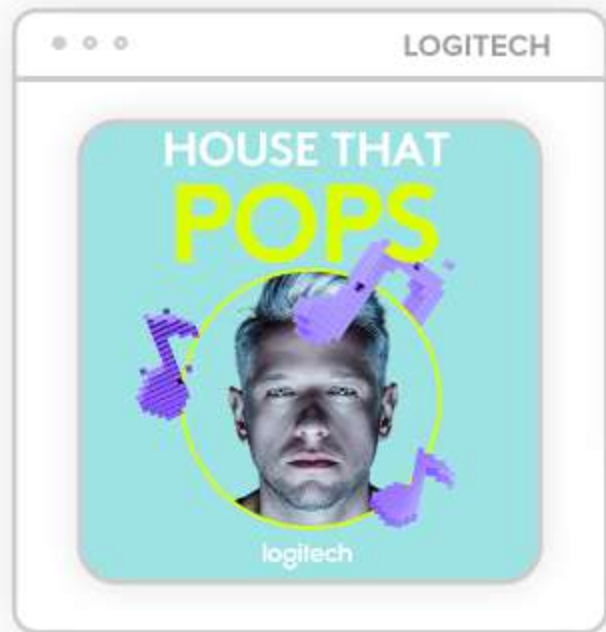
Take a look:



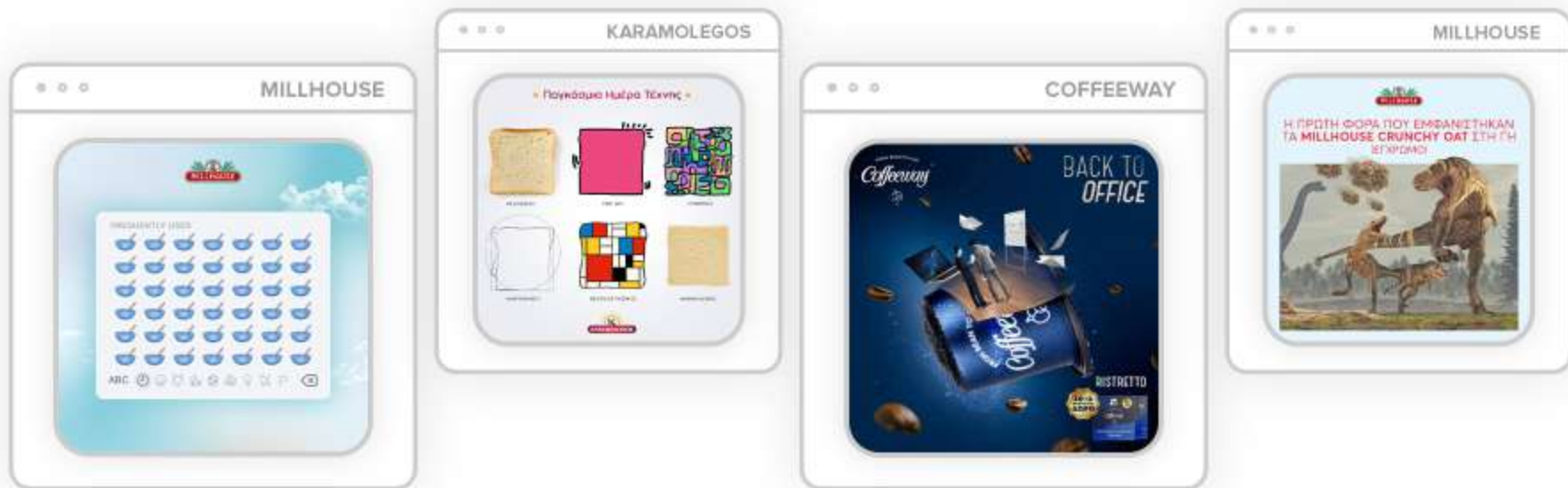
## 🗨️ Scroll-Stopping Content by Humble.



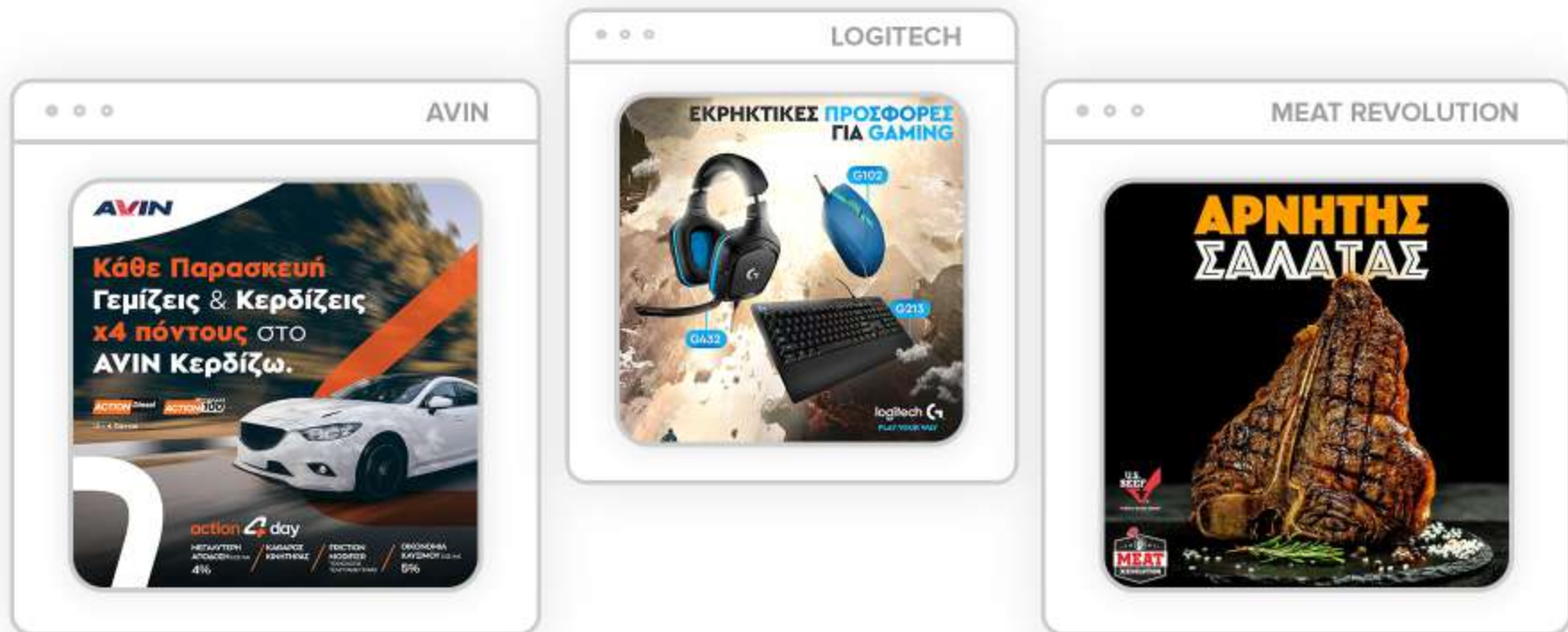
## Scroll-Stopping Content by Humble.



# Scroll-Stopping Content by Humble.



## 🧠 Scroll-Stopping Content by Humble.





## Scroll-Stopping Content by Humble.







#### TL;DR

**According to our analysis Instagram is the Leading Social Media Platform in Greece. It is Greece's favorite social media channel of choice and has the most influence in driving people to buy.**

#### STATS

**According to the platform 3.8M - 4.4M Greeks have an Instagram account.**

**According to Similarweb it is the No7 most visited website in Greece.**


## How many times per day do you open Instagram?

- 13-18: **5+**
- 19-24: **5+**
- 25-34: **5+**
- 35-44: **5+**
- 45-54: **5+**
- 55-64: **1-2**
- 65+: **1-2**

## How much time do you spend on Social Media overall?

- 13-18: **2-4 hours**
- 19-24: **4+ hours**
- 25-34: **2-4 hours**
- 35-44: **2-4 hours**
- 45-54: **2-4 hours**
- 55-64: **1-2 hours**
- 65+: **1-2 hours**

## Stories VS posts

Responses by  users

# How do you use Instagram?

I only swipe right  
to view stories

25%



I only scroll down to view posts

26%



I do both

42%





## Our Humble Tip:

If you do not use stories, you lose **25%** of your audience.

Nevertheless, even if you do use stories but do not apply the right creative strategies to make your story compelling and scroll-stopping, then again you might lose 1 out of 4 people of your audience.

Moreover, if your audience is younger, you might lose up to **40%** of your users (younger users swipe right to see stories and scroll less to view posts).



## How to conquer Instagram with your stories:



MILLHOUSE



MEAT REVOLUTION



MILLHOUSE



VOLTON



VOLTON



## How to conquer Instagram with your stories:



THANOPOULOS



MILLHOUSE



MILLHOUSE



**Instagram might be the most loved, but TikTok covers a whole new spectrum of needs.**

**TikTok does not threaten Instagram yet. Instagram users are engaged with the platform and they actually name it their favorite social channel!**

**It does seem that at the moment though TikTok complements Instagram as the second most favorite platform and people use it to entertain themselves in a different way they use Instagram. But, this is always likely to change!**



**Shhh...**

**Here is another secret Humble Tip:** 

**TikTok and Instagram 'rivalry' is a huge opportunity for digital marketers. It drives people to consume more content and spend more time online, while giving marketers new formats to target users.**

**TikTok is being consumed like Netflix and this means that users are focused on the content, they are undistracted and willing to consume video content that entertains them - even if it's an ad.**



**Video ads can be problematic on Instagram and Facebook, as the formats can be restricting (muted, small dimensions, etc).**

**Now TikTok solves this problem, giving marketers the space they need to reach their audiences.**





## It takes two to tango



There is enormous room for growth on TikTok. Almost half of Instagram users say they do not open the TikTok app (yet).

According to our analysis this is going to rapidly change, and those users will spend most of their time in the two platforms (Instagram & Tiktok), increasing their overall time spent on Social Media.



**Cancel your plans, 🙅 you might need some extra time for SoMe.**

**As we found out from the analysis, once users get to know TikTok, they become engaged with the platform and spend more time on it.**

**Therefore we assume that the 50% of Instagram users that do not currently use TikTok, are not yet engaged with the content of the platform, and as soon as they become engaged they will add TikTok to their daily content consumption.**



## Is Instagram threatened by TikTok? 🤔

Nevertheless there is high affinity between Instagram usage and TikTok usage. Most of Instagram users state that their second platform of choice is TikTok, and we assume that this is going to apply for the majority of the users on Instagram.

Therefore, we predict an enormous room for growth on TikTok from Instagram users that do not currently use TikTok frequently or at all.

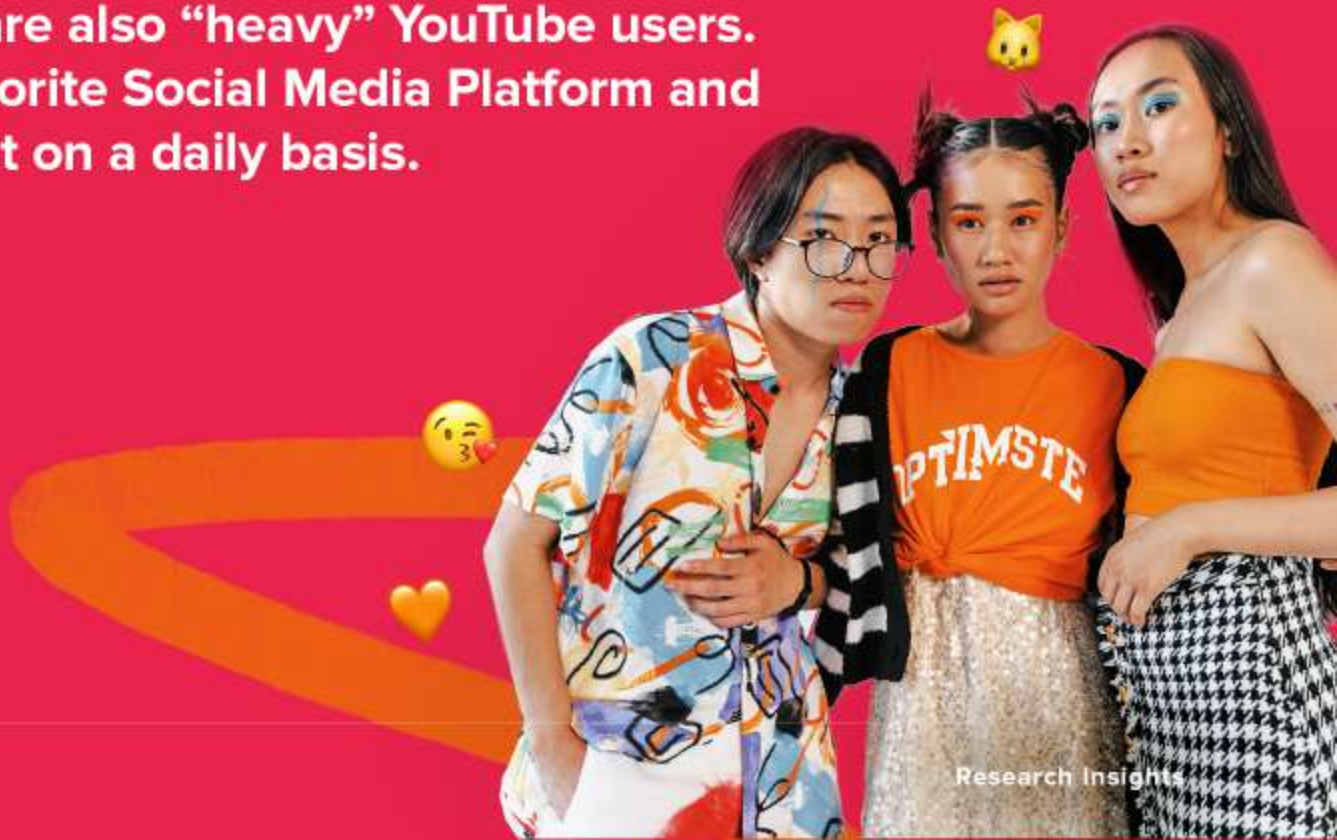
*Gh gh, that's why Mark added reels on Instagram.*





INSIGHT

Instagram users are also “heavy” YouTube users. It is their third favorite Social Media Platform and the majority visit it on a daily basis.





# Looking for something? 🙄

## Just Google it... YouTube it, TikTok it, or Instagram it!

### SEARCH HABITS

Google is still the King, but It is not only about Google anymore.

**AGE GROUP 13-24** they mostly go to Google as a first choice, but several users check YouTube & TikTok too to complement their searches.

**OLDER USERS 25-44** they also use Google first but they complement their searches looking on Instagram, TikTok & YouTube.

**USERS OF THE AGE GROUP 45+** use mainly Google, but they also check YouTube and Facebook.



# How many times per day do you open Facebook?

## TL;DR

According to our analysis Facebook is currently under turmoil. Younger users are abandoning the platform and it is becoming the social medium of the older generation. Although, it is the No.4 most favorite social medium in Greece, and it still drives consumer intent.

## STATS

According to the platform 3.8M - 4.4M Greeks have a Facebook account.

According to similarweb it is the No3 most visited website in Greece.

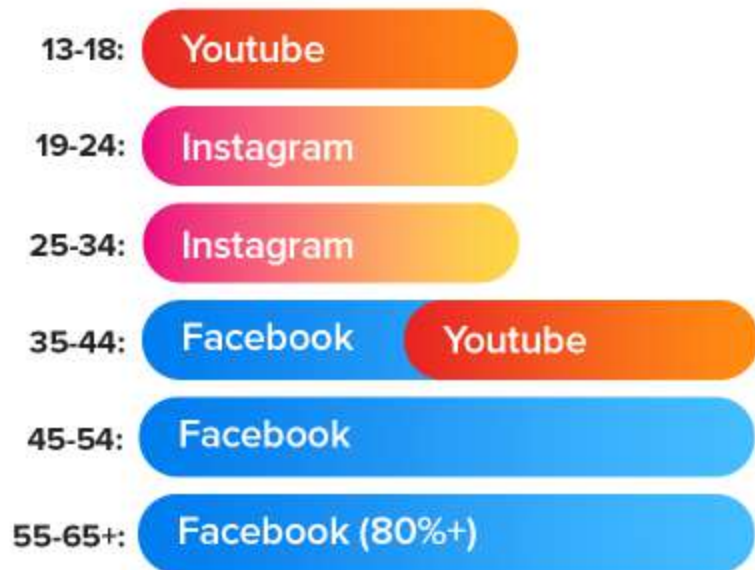
## How many times per day do you open Facebook?

- 13-18: **1-2**
- 19-24: **3-4**
- 25-34: **1-5+**
- 35-44: **1-5+**
- 45-54: **1-5+**
- 55-64: **1-5+**
- 65+: **1-4**

## How much time do you spend on Social Media overall?

- 13-18: **1-4 hours**
- 19-24: **4+ hours**
- 25-34: **2-4 hours**
- 35-44: **1-2 hours**
- 45-54: **1-2 hours**
- 55-64: **2-4 hours**
- 65+: **1-2 hours**

## Their favorite Social Medium:



**Facebook users, unlike Instagram or TikTok users, were the only ones that didn't select Facebook as their favorite social platform - despite us asking them on Facebook.**

This means according to our analysis, that they will likely soon reduce even further the time spent on the platform, or even abandon it entirely. Only older age groups declared Facebook as their favorite social media platform.

## Have you visited a place/shop that you saw on:

### Facebook

(Response: YES) - **29%**

- 13-18: **25%**
- 19-24: **20%**
- 25-34: **27%**
- 35-44: **27%**
- 45-54: **34%**
- 55-64: **47%**

### Instagram

(Response: YES) - **23%**

- 13-18: **31%**
- 19-24: **36%**
- 25-34: **27%**
- 35-44: **23%**
- 45-54: **9%**
- 55-64: **6%**

### TikTok

(Response: YES) - **6.5%**

- 13-18: **19%**
- 19-24: **16%**
- 25-34: **7%**
- 35-44: **7%**
- 45-54: **2%**
- 55-64: **0%**

## Oldie but goodie 🙄

Facebook is still a valuable channel for Marketers.

It still drives consumer intent, and actually it is the second most influential channel in driving sales - but mainly for older age groups.

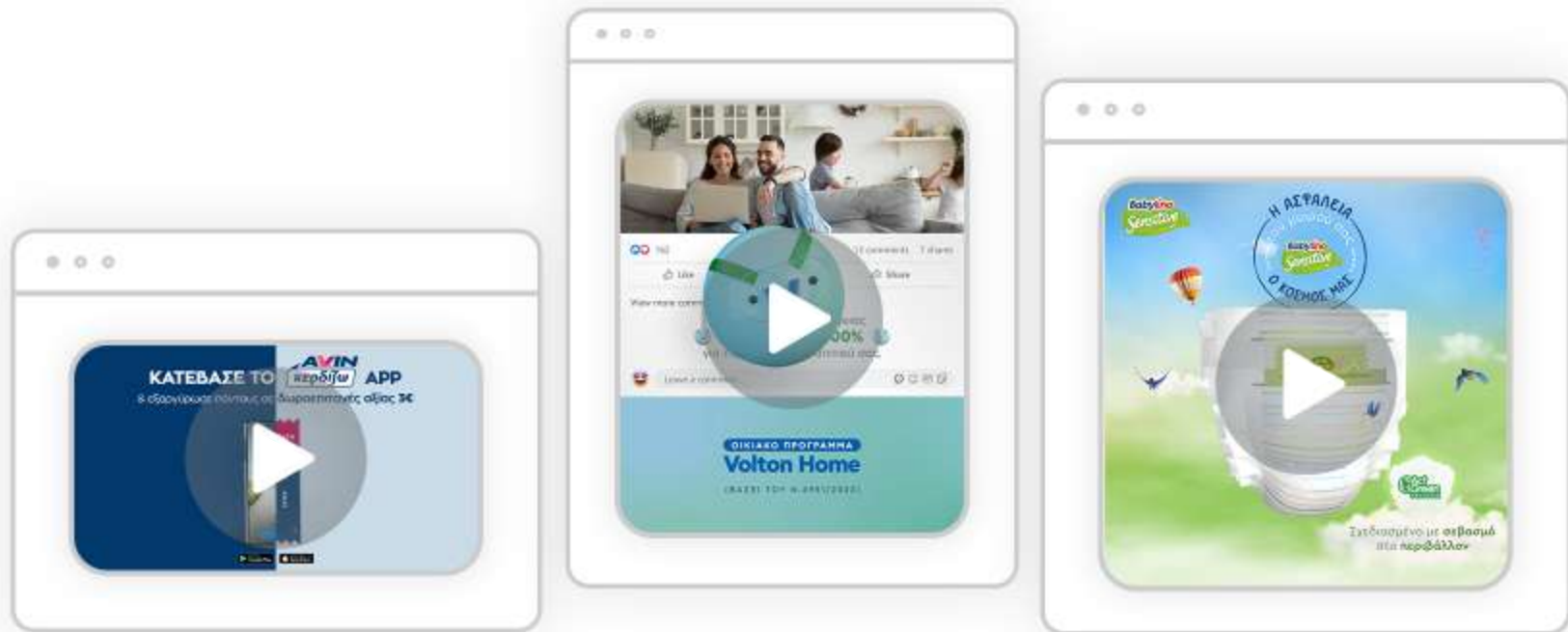
Those users that are still engaged with the platform are heavily influenced by it when shopping (29%) but their equally influenced by Instagram (23%).

## Our Humble Tip: 💡

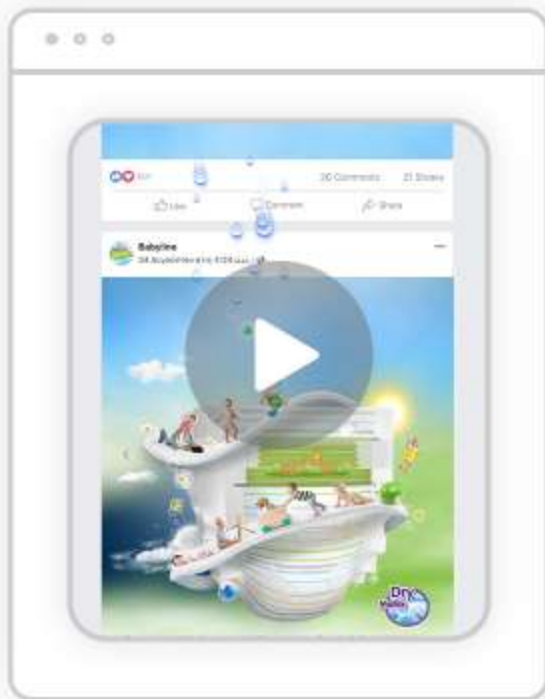
As long as there is traffic on Facebook, as marketers we should continue to advertise in it and produce content, whilst keeping in mind our target audience and how the platform is shifting.

Check out some **Scroll-Stopping Facebook visuals:**

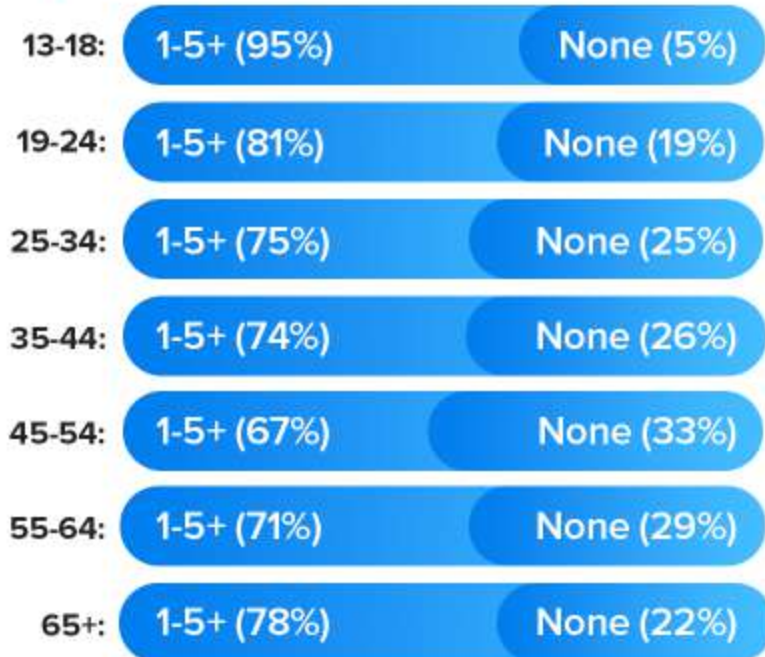
# 🗣️ Scroll-Stopping Content by Humble.



## Scroll-Stopping Content by Humble.



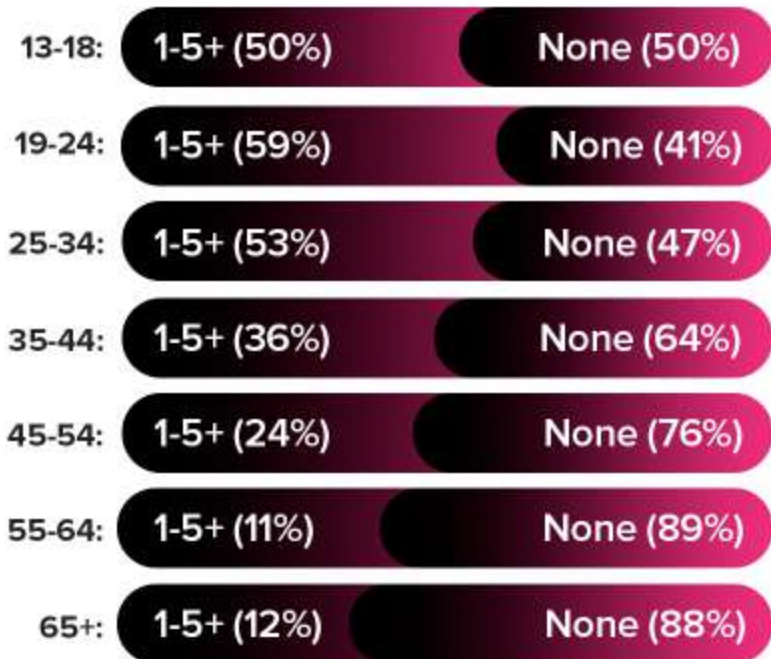
## How many times per day do you open Facebook?



The answer “None” drove a high percentage, - unlike the corresponding answer of Instagram and TikTok users.

The trend of people slowly abandoning the platform can only be spotted on Facebook at the moment.

## How many times per day do you open TikTok?



The answer “None” represents the amount of people that have not yet discovered TikTok.

According to our analysis we believe that the answer to this question will rapidly change in the next 1-2 years, even for Facebook users.

## How many times per day do you open YouTube?



YouTube is preferred by Facebook users as well. YouTube is not threatened by any social media platform and has an engaged audience in all age groups.

Looking for something? 🙄

Just Google it... YouTube it, TikTok it, or Instagram it!

SEARCH HABITS

YOUNGER USERS The vast majority is using Google but they complement their searches with YouTube & TikTok.

OLDER USERS 25-44 Google + YouTube + Instagram.

USERS OF THE AGE GROUP 45+ Google + YouTube + Facebook.





#### TL;DR

**TikTok is already the 2nd most favorite Social Medium in Greece. It has the most engaged users, meaning that TikTok users dedicate more hours online and consume more content compared to every other major Social Media Platform. Also, TikTok has currently the youngest user demographics.**

#### STATS

**According to the platform 3.5M Greeks have a TikTok account. According to SimilarWeb it is the No.5 most downloaded app on the App Store.**

## How many times per day do you open TikTok?

- 13-18: **5+**
- 19-24: **5+**
- 25-34: **5+**
- 35-44: **5+**
- 45-54: **1-2**
- 55-64: **1-2**

## How much time do you spend on Social Media overall?

- 13-18: **2-4 hours**
- 19-24: **4+**
- 25-34: **2-4**
- 35-44: **2-4**
- 45-54: **1-2**
- 55-64: **2-4**
- 65+: **2-4**



## Hooked on TikTok? 🤖 You're not alone

**38% of the users spend more than 4+hours per day on Social Media.**

**This is why TikTok has the most engaged social media users in its arsenal.**

**In addition to this, keep in mind that currently, the early adopters of the Digital world are using TikTok and are already engaged with the platform.**

**More users - and BRANDS - will follow!**

## Their favorite Social Medium:





## Their favorite Social Medium:

Instagram goes strong even when it comes to the most engaged TikTok audience, the group 13-24. So for now, TikTok does not pose a threat to Instagram's future - *but this can change!*

## TikTok is that you?

We have already seen Instagram making changes to compete with TikTok, such as creating reels or changing the algorithm to show in the feed content from similar accounts to the ones users interact with, without following them.



## How many times per day do you open...

### TikTok

- 13-18: **5+**
- 19-24: **5+**
- 25-34: **5+**
- 35-44: **5+**
- 45-54: **1-2**
- 55-64: **1-2**

### Instagram

- 13-18: **5+**
- 19-24: **5+**
- 25-34: **5+**
- 35-44: **3-4**
- 45-54: **1-2**
- 55-64: **1-2**

**Again, TikTok's usage does not influence negatively Instagram's usage for now.**

They actually complement each other in people's content consumption rather than competing each other at the moment - however, it is important to note that users do spend more time on TikTok.

## How do they use TikTok's feed?

80%

use only the Starting page (For you)





## An opportunity “for you” and your brand 🙏

### INSIGHT

The vast majority of TikTok users use only the For You page, consuming content from accounts they do not follow.

### ANALYSIS

This presents an enormous opportunity for marketers, as TikTok distributes content to people that are not following you, giving you the opportunity to literally reach millions of people with zero budget.

*Actually, TikTok is the only social network providing this opportunity.*



**Here, are the top tips to reach millions of people with zero budget:**

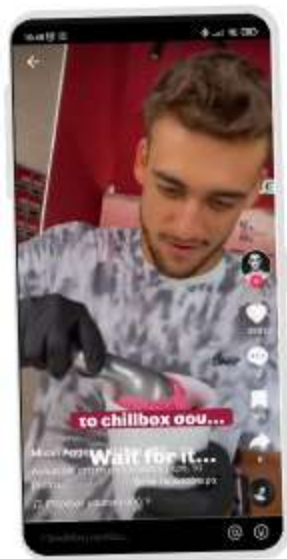
## **How to TikTok - in headlines!**

 *(for more, do give us a shout!)*

- **Capture the audience's attention in the first 2 seconds**
- **Don't make ads, make tiktoks: this means creating native, authentic content tailored to the platform**
- **Join in on trends**
- **Partner with creators**



# Scroll-Stopping TikToks by Humble.





## Scroll-Stopping TikToks by Humble.

**1.100.000+** **NON PAID**  
TikTok Views for **Chillbox!**



 29k

 500

 169

## How do you use Instagram?

(I only swipe right to watch stories) - **42%**

- 13-18: **45%**
- 19-24: **40%**
- 25-34: **36%**
- 35-44: **16%**
- 45-54: **9%**
- 55-64: **10%**
- 65+: **13%**

(I only scroll down to see posts) - **10%**

- 13-18: **8%**
- 19-24: **10%**
- 25-34: **16%**
- 35-44: **22%**
- 45-54: **27%**
- 55-64: **53%**
- 65+: **25%**



## Are you for “reel”?

### INSIGHT

**Younger users tend to swipe more and scroll less.**

### ANALYSIS

**They do that to receive video content, instead of image posts. TikTok has clearly influenced people to prefer short, video content, instead of static posts (TikTok users swipe more than their same age counterparts on Instagram - this is the TikTok effect).**



**No filter please!** 🤗

**Users prefer native and authentic content.**

**Who doesn't love a good behind the scenes, sneak peek, raw material?**

**And they are more likely to find that on stories rather than posts, that are more polished.**



Younger users like to consume video content instead of static posts/photos



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## I consider TikTok as something between Netflix and a Social Medium - 40%

- 13-18: **41%**
- 19-24: **37%**
- 25-34: **30%**
- 35-44: **30%**
- 45-54: **34%**
- 55-64: **42%**

## Have you visited recently a place/shop that you saw on...

### TikTok

(Response: YES) - **27%**

- 13-18: **27%**
- 19-24: **29%**
- 25-34: **25%**
- 35-44: **16%**
- 45-54: **20%**
- 55-64: **21%**
- 65+: **25%**

### Instagram

(Response: YES) - **36.5%**

- 13-18: **36%**
- 19-24: **45%**
- 25-34: **19%**
- 35-44: **24%**
- 45-54: **21%**
- 55-64: **21%**
- 65+: **25%**

### Facebook

(Response: YES) - **7.5%**

- 13-18: **5%**
- 19-24: **12%**
- 25-34: **23%**
- 35-44: **28%**
- 45-54: **27%**
- 55-64: **32%**
- 65+: **25%**



# TikTok made me buy it 🤪

## INSIGHT

For TikTok users, the platform is influential in terms of driving buying intent.

(I mean, we have all seen the hashtag #tiktokmademebuyit), but Instagram is way more Influential! On the other side, Facebook influences more the older users.

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## Their Search Habits.

**AGE GROUP 13-24** they mostly still go to Google as a first choice, but they also check TikTok & YouTube to complement their searches.

**OLDER USERS 25-44** they also use Google first but they complement their searches looking on YouTube, Instagram & TikTok.

**USERS OF THE AGE GROUP 45+** use mainly Google, but they also check YouTube and Facebook.

## TikTok in your own words...!

Ο εκπαιδευμένος αλγόριθμος που μερικές φορές νομίζω πως γνωριζόμαστε χρόνια 😊

Το ποσο καλά δουλεύει ο αλγόριθμος με σκοπό να μου σερβίρει το περιεχόμενο που μου αρέσει

Τα συνεχόμενα scroll που μπορείς να κάνεις και το unlimited content

Δεν υπάρχει μια μονοτονία ! Επίσης ενδιαφέρεται για την υποστήριξη των ανθρωπίνων δικαιωμάτων ενώ τέλος είναι πιο προσιτό λόγω των ήχων που περιέχει !

Works great for my ever-growing adhd. My attention span is 2.5 seconds long and all the damn sound jingles are stuck in my head. Fabulous and evil.

Ο τρομακτικά ακριβής αλγόριθμος

Η εύκολη εύρεση αυτού του οποίου ψαχνω.





TL;DR

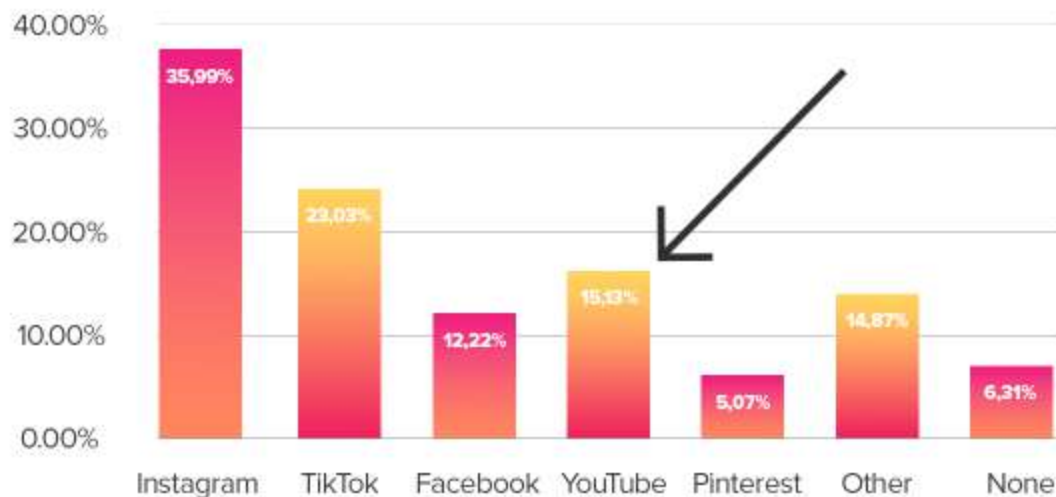
**According to our analysis Youtube is the 3rd most favorite Social Media Platform in Greece.  
It is the place where every generation meets.**

STATS

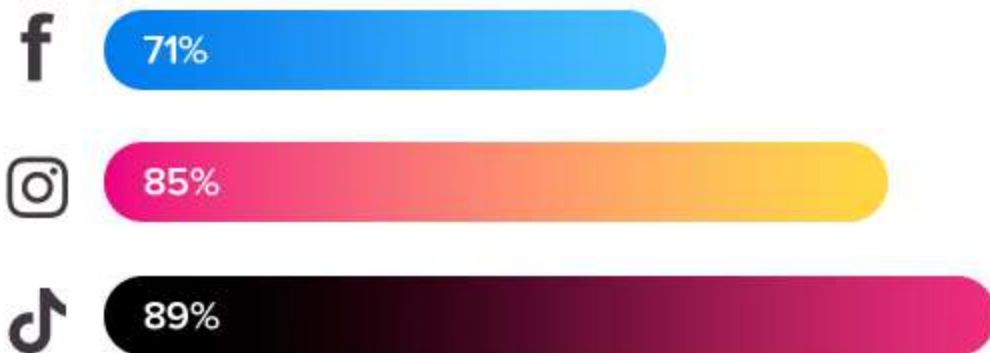
**According to the platform 7.4M Greeks are active on YouTube.**



## YouTube is the 3rd most favorite Social Platform in Greece.



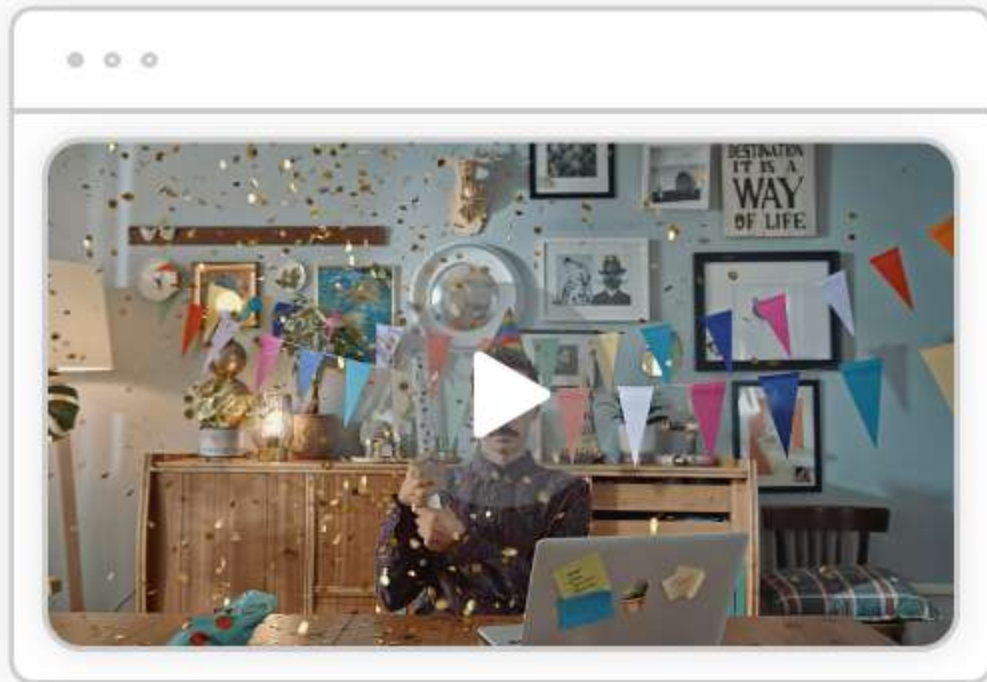
## Percentage of users that have a YouTube Account:



## Most popular age groups on YouTube:



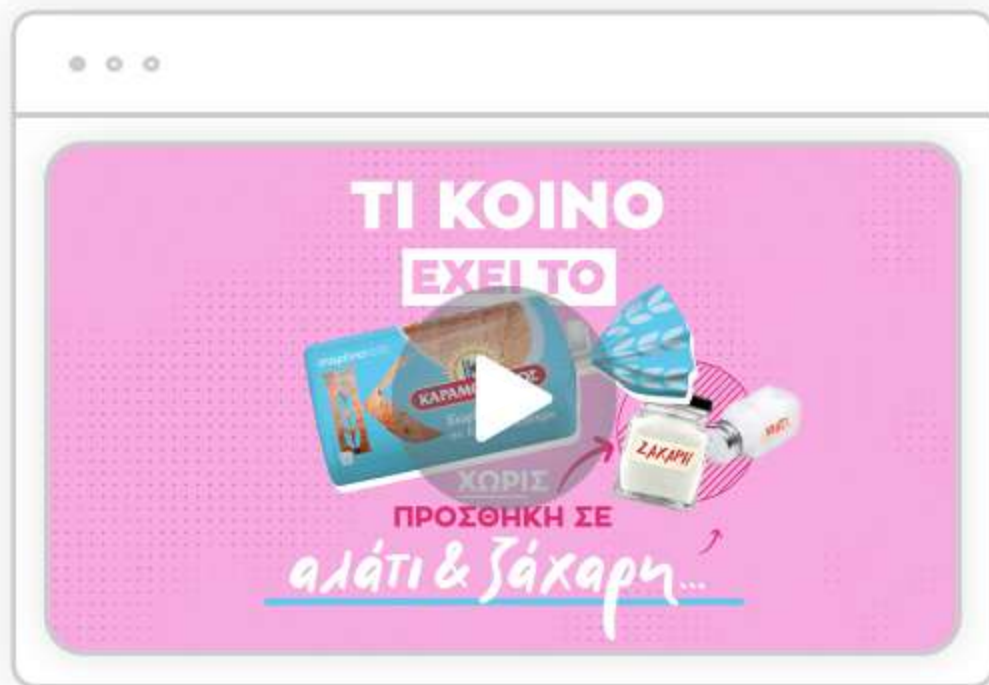
# How to win the Skip button on Youtube.



## How to win the Skip button on Youtube.



# How to win the Skip button on Youtube.





# Youtube's power is behind the throne 👑

## INSIGHT

**YouTube is the second largest search engine.**

## ANALYSIS

**When users search on Google, they also check YouTube to get more info about their searching topic.**

**Hence why your YouTube ads, content and channel can prove very powerful!**

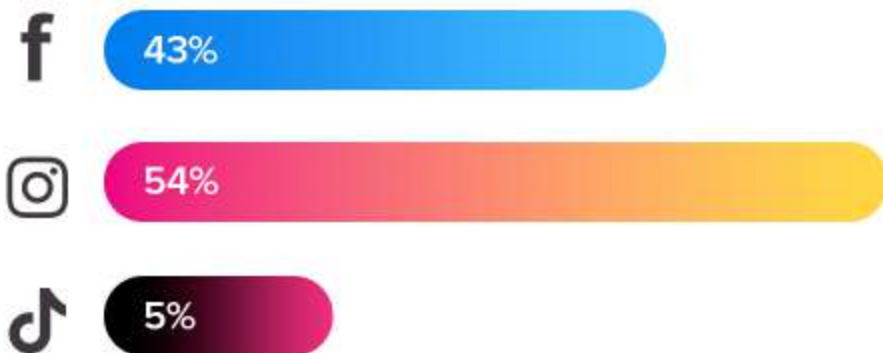


**Let's talk business** 

**LinkedIn is the leading professional network in Greece.**

**According to the platform, 2.1M Greeks have a profile.**

## Percentage of users that have a LinkedIn Account:



## Most popular age groups on LinkedIn:



## How much time do they spend on Social Media:



## Other social media platforms

BeReal.



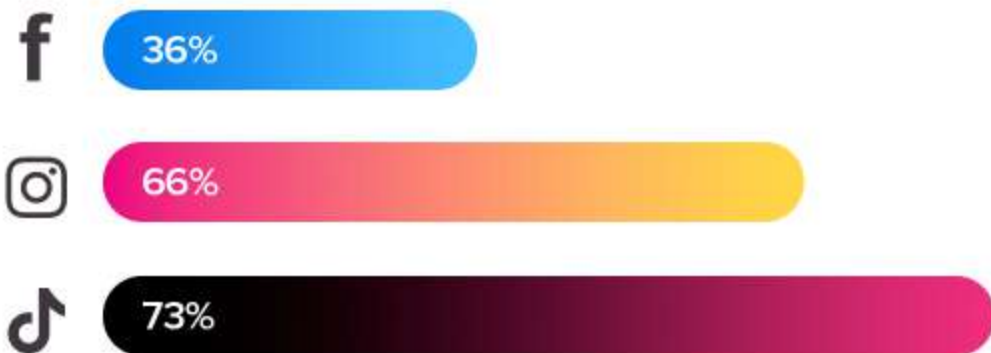




**Pinterest is often overlooked by marketers, although our research has shown that it is a very popular network across all age groups.**

**According to the platform, 1.69M Greeks have a profile.**

## Percentage of users that have a Pinterest Account:



## Most popular age groups on Pinterest:



19-24

13-18

25-34



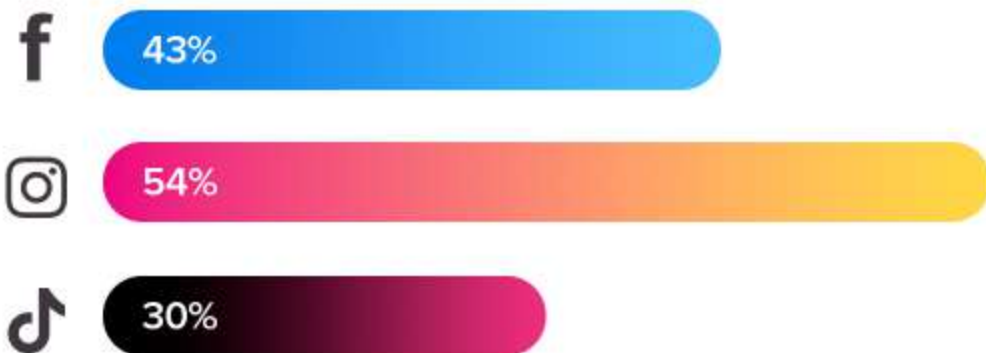


**Twitter is still here!** 🐦

**Our research has shown a steady demographic profile and usage of the platform.**

**According to the platform, 706.7K Greeks have a profile.**

## Percentage of users that have a Twitter Account:

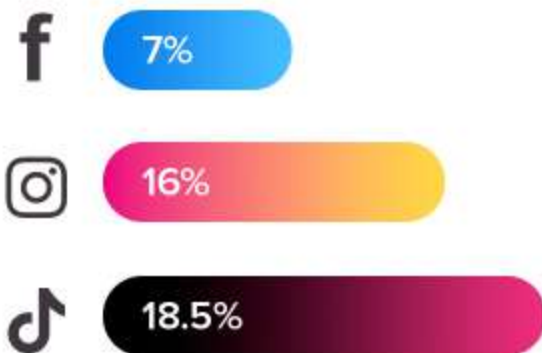


## Most popular age group on Twitter:

35-44

# BeReal.

## Percentage of users that have a BeReal Account:

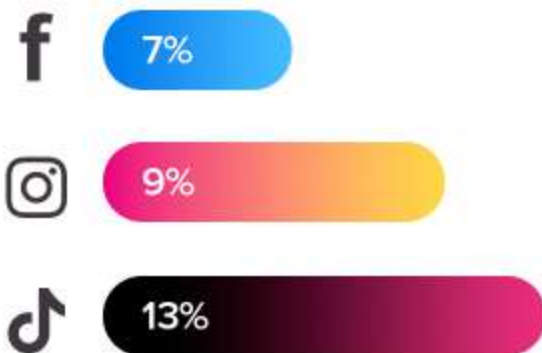


## Most popular age groups on BeReal:





## Percentage of users that have a Twitch Account:



## Most popular age groups on Twitch:



# Some key takeaways...

## INSIGHT

**The Age group 19-24 is the most Social Media savvy demographic. They are the most engaged users and they spend more than 4+ hours per day on various platforms.**

**On Instagram, the older a user is, the more likely it is to scroll down to discover content, while the younger, the more likely it is to swipe right searching for video content.**

**YouTube is the meeting place of all generations, from youngest to oldest.**

## INSIGHT

**To reach your target audience you need to understand the modern customer journey, which is more complex than ever. You have to target the right type of content to the right people, from the right touchpoints, at the right time.**

**TikTok users were the most willing to answer to this research. Also the cost per response was the lowest on TikTok and especially for the younger users. This proves once again that TikTok users are the “heaviest users” of social media!**

**INSIGHT**

**Guess what? There is no such thing as the typical Greek social media user.**

**There are different tribes of users. Some tribes are more populated than others. For instance, there is the tribe consisted of young people that still don't use TikTok, but nevertheless they still abandon Facebook. Those users are turning to Instagram and YouTube. Another tribe is the young people that engage with Facebook, and there is another tribe, the one consisted of young people whose their favorite platform is YouTube.**

## INSIGHT

These tribes help us predict usage behaviours. For instance, the older a user is, the more probable it is to use Facebook. The younger a user is - and if they are active on Facebook- the more probable it is to be a “light” social media user, breaking the pattern followed by the majority of young users.



INSIGHT

TikTok does not seem to pose a threat on Instagram. 🤝  
Even, the most engaged TikTok users, say that both  
TikTok and Instagram are equally preferred platforms.



INSIGHT

## Are you filming? [📹 REC]

When younger users where asked “what do you like the most about TikTok”, they said “the videos”.

This indicates that the younger a user is the most probable he is to seek video content.

INSIGHT

## Keep on swiping! 💪

This is also obvious by the fact that they are also heavy users of YouTube, plus on Instagram they swipe right to watch stories, rather than scrolling down to see posts.

**INSIGHT**

## Instagram is king! 🐯

Instagram right now is the undisputed king of social media in Greece. It has the biggest influence on consumer behaviour and users (even "heavy" TikTok users) name it as their favorite social medium. That predicts, according to our analysis, that Instagram will remain the king of social media for the foreseeable future.

INSIGHT

## Facebook please shape up or ship out! 🚢

Facebook users are the “lighter” social media users. They dedicate less time on the platform compared to users of other major social media platforms.

**INSIGHT**

## Tell us your content preferences and we will guess your age 🌟

To target the younger generation you need to create video content. You have to produce Instagram Stories, TikToks, Youtube videos. On the other hand, to target the older generation you have to be on Facebook, and you have to produce more static content on channels such as Facebook and Instagram, but also to be placed on Google Display Network and YouTube.

INSIGHT

## Your grandma and your children are on YouTube

YouTube is the place where marketers can target all age groups from 13-18 to 65+.



# Planning FOR 2023?

→ Happy to help!

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# Hey 🖐️

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- Pet friendly

**Humble.** Presents



Research Insights

*We are*

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**Thank you!**