



The impact of Covid-19 in E-commerce in Greece

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ABSTRACT

Greece, coming out recently from the period of the financial crisis showed encouraging signs of returning to a period of social and economic regularity. The pandemic, however, drastically changed the data having significant effects on health, social cohesion and the economy as a whole. The pandemic has had a huge impact on developments in the retail sector. The lockdown accelerated the current slow trend towards the digital and green transition of Greek stores. The companies' investments in digital sales channels, which were originally planned for several years, were made within a few months. E-commerce became a lifeline for Greek consumers, as restrictions, such as forced closures, prevented them from buying what they needed in stores. While e-commerce has not fully offset the losses suffered by many big companies with physical stores, it has absorbed much of the financial shock. The adaptation of companies to these unprecedented conditions and the new trends observed in international trade became a one-way street in order to survive in the first phase and to develop later. The advent of Covid-19 and the subsequent decline in disposable income changed consumer habits, both in terms of the type of markets and the way they are conducted. The purpose of this dissertation is to explore how the coronavirus affects e-commerce in Greece. Since the overall effect on e-commerce is not known in all its dimensions, the aim of this study is to obtain more knowledge by gathering the data of various relative official surveys in order to arrive to an overall conclusion and estimate the future trends.

Key words: covid -19, e-commerce, consumers, Greece, lockdown