



# US Market Insights - Opportunities & Threats for Greek Companies

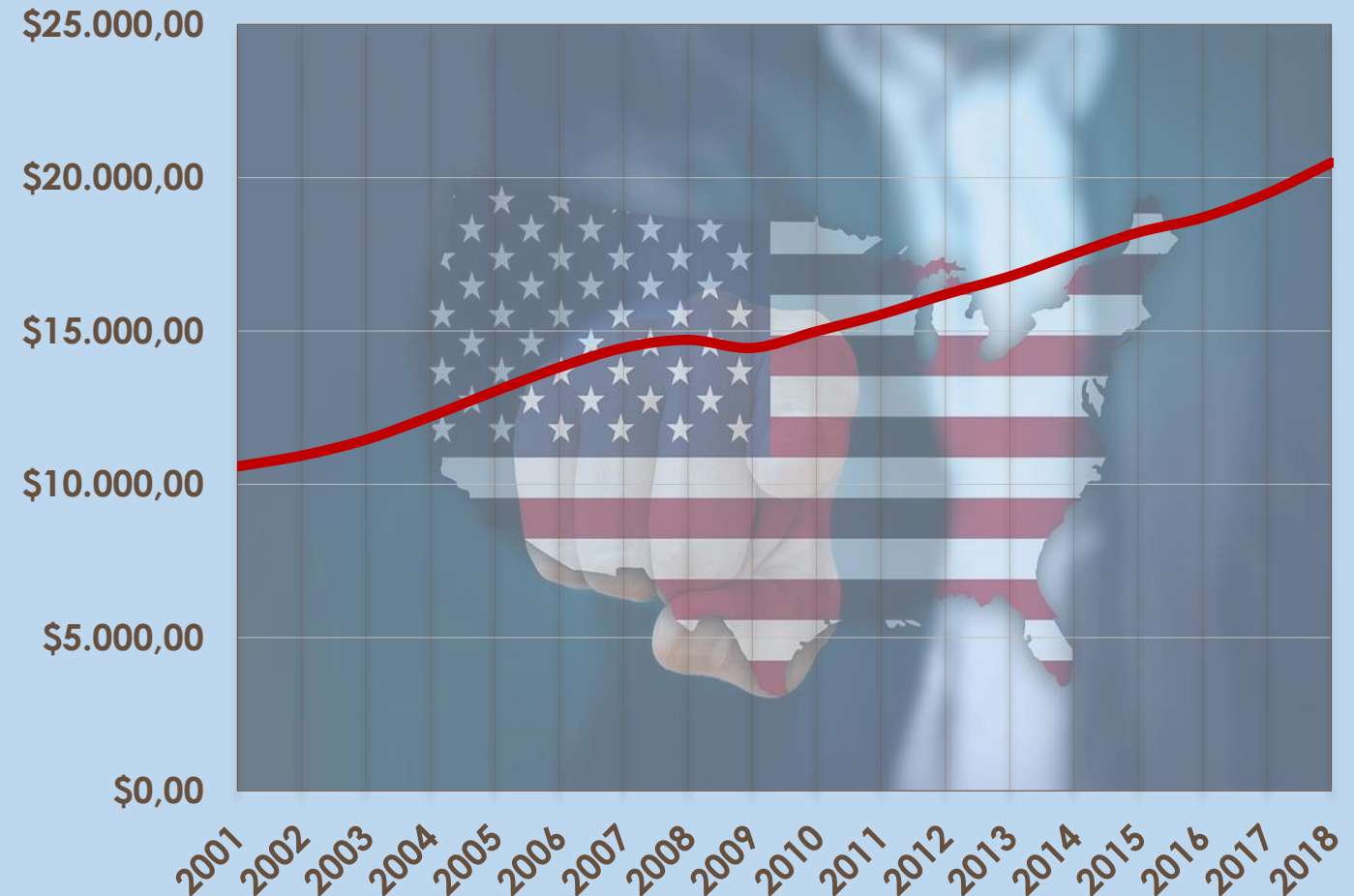
Dimitris Karavasilis,  
Founder & CEO, DK Marketing & Idea Monkeys

# Demographic Data

# USA Market is a Huge Market

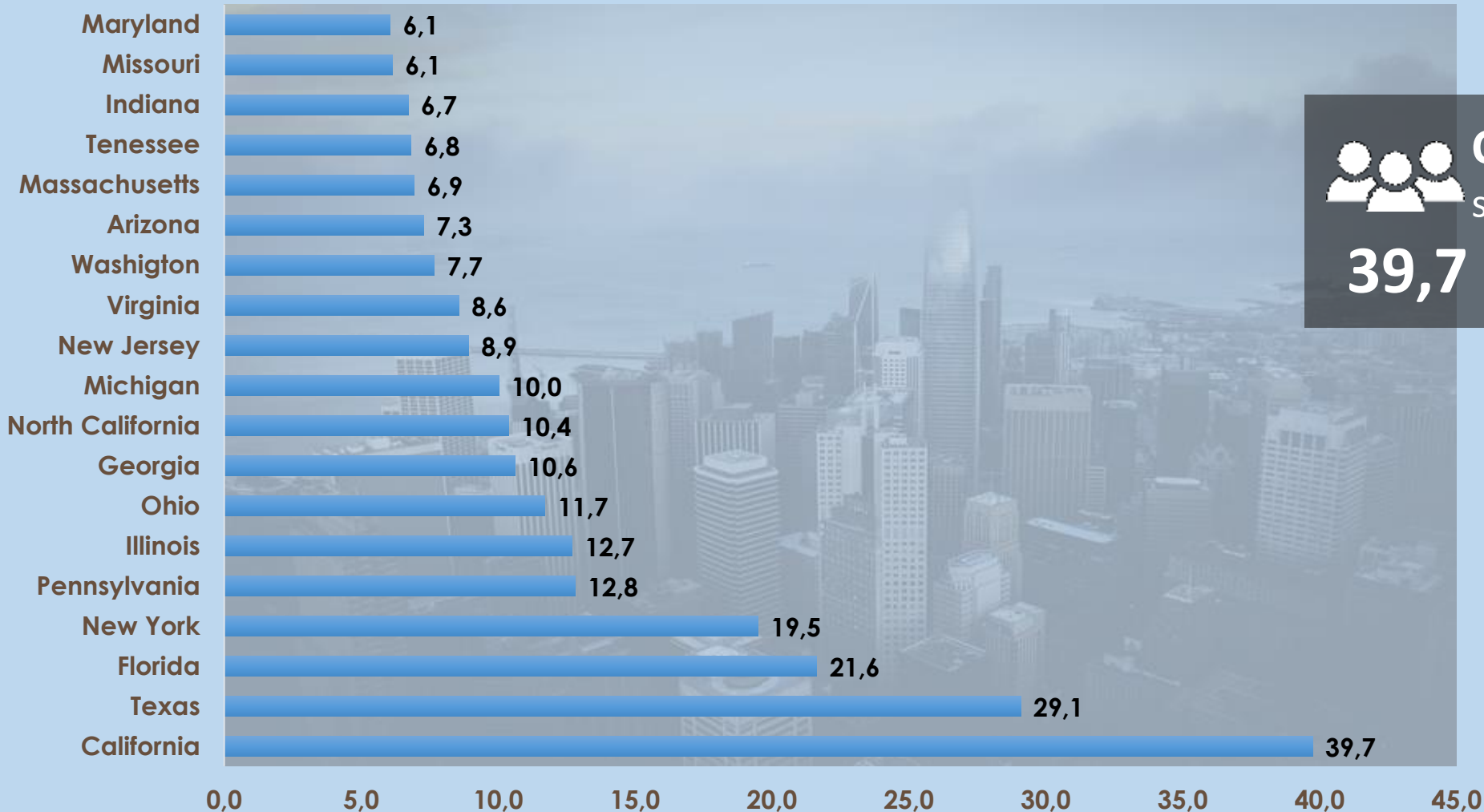
- ❖ US population is **330,720,000**
- ❖ US GDP for **2018** was **\$20,5 trillion**
- ❖ US **GDP growth rate** is expected between **2% to 3%**
- ❖ US **Average GDP per State** was almost **\$410 billion**

US GDP in \$ billion



# Most Populous States in USA

(In Million)

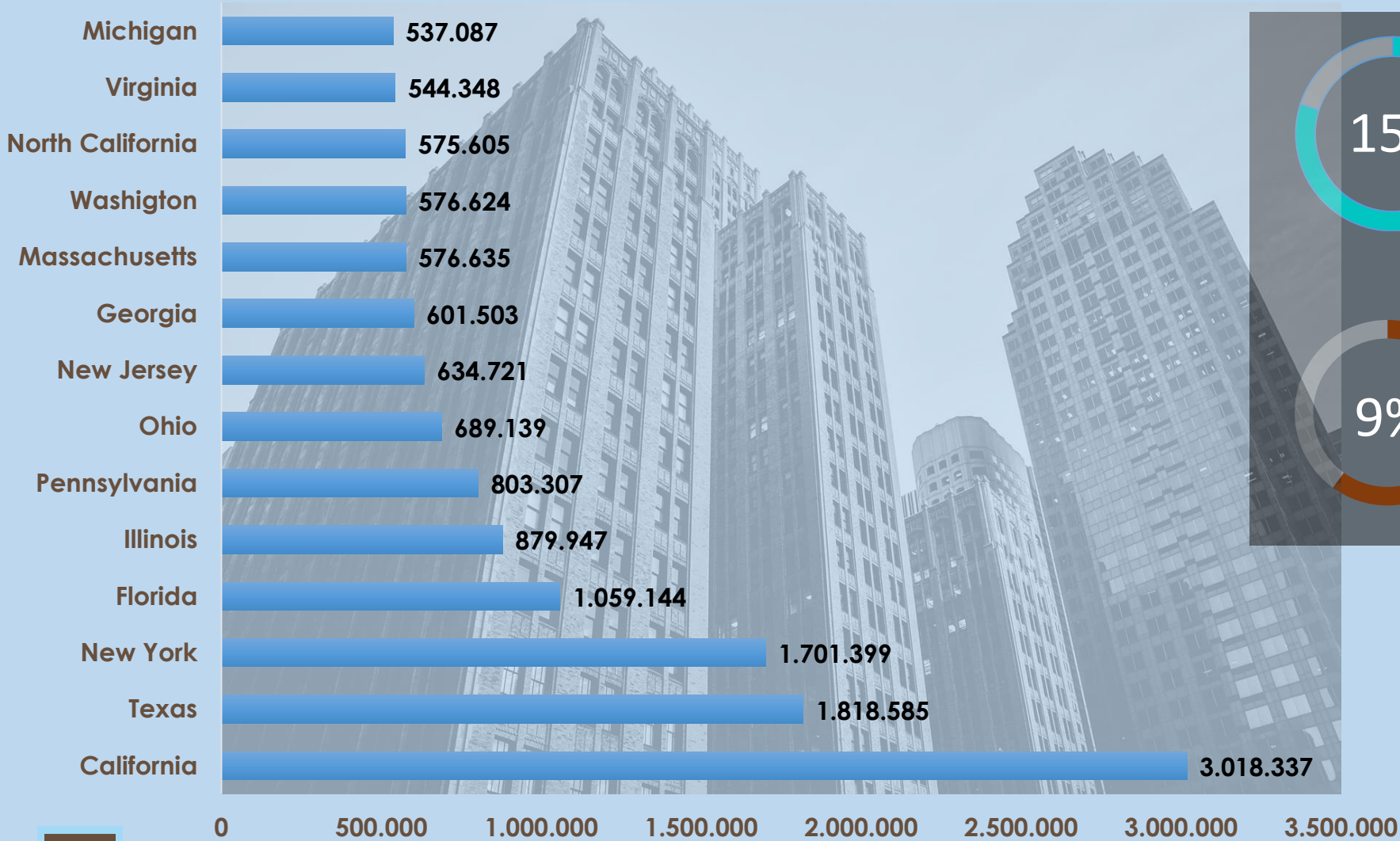


**California** is the biggest state in USA with population

**39,7 million**

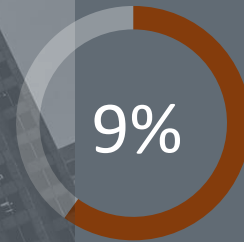
# US GDP per State

(in million \$)



## California

Has the largest share of US GDP

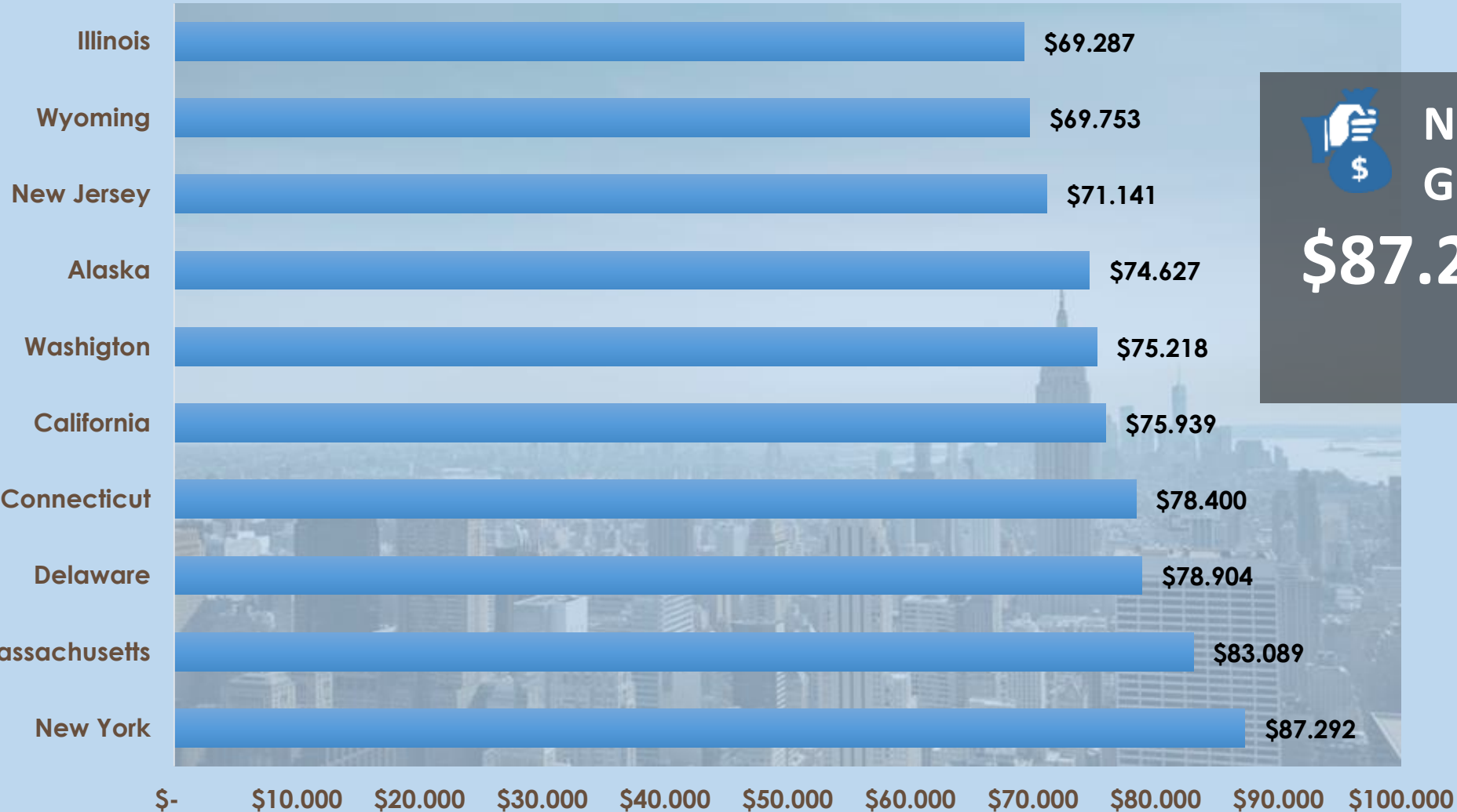


## Texas

Texas has the second largest share of US GDP



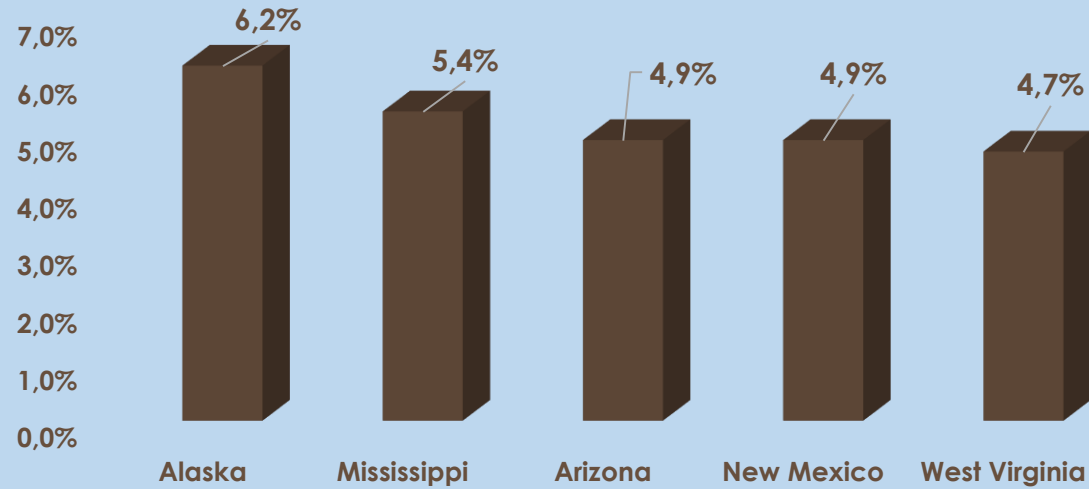
# GDP per Capita by State



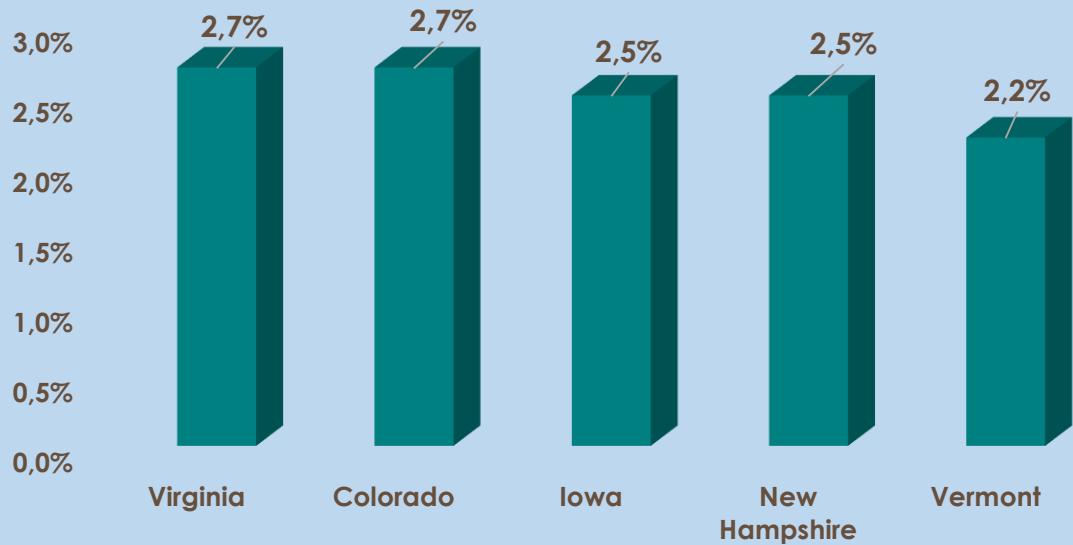
**New York** has the highest  
**GDP per Capita**

**\$87.292**

# Unemployment Rate by State



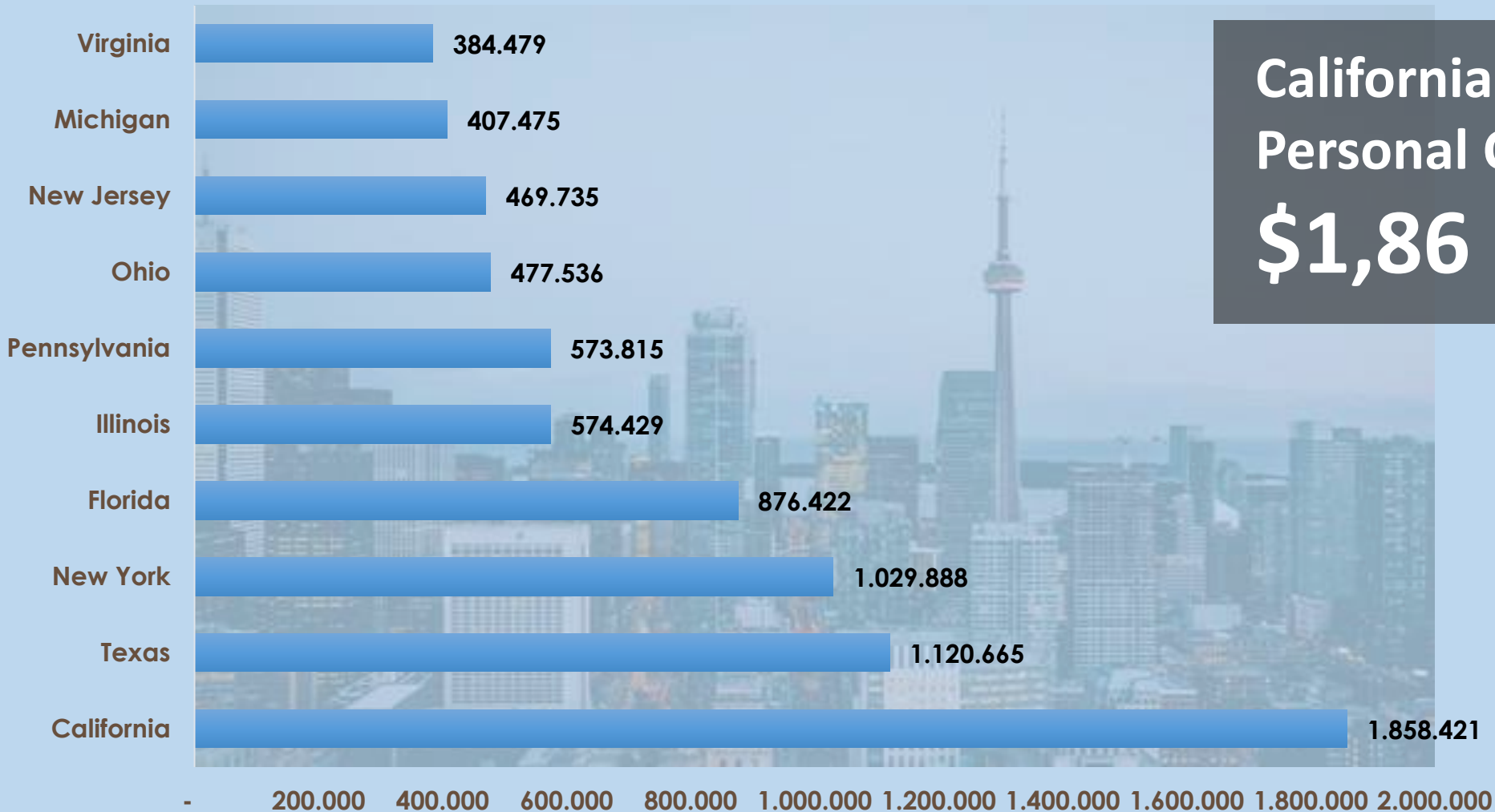
**Alaska** has the highest  
**Unemployment Rate**  
**6,2%**



**Virginia** and **Colorado**  
has the lowest  
**Unemployment Rate**  
**2,7%**

# Personal Consumption by State

(In Million \$)

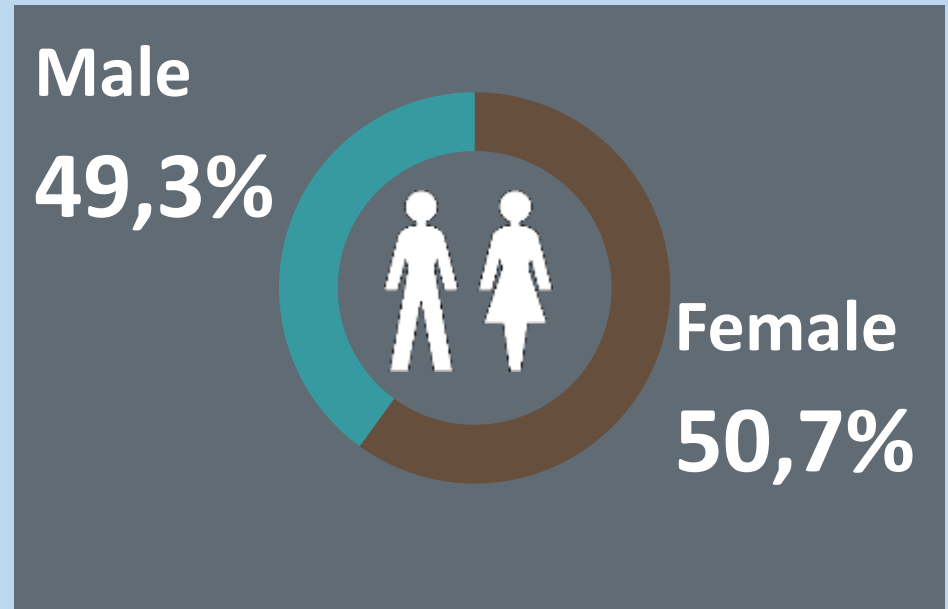
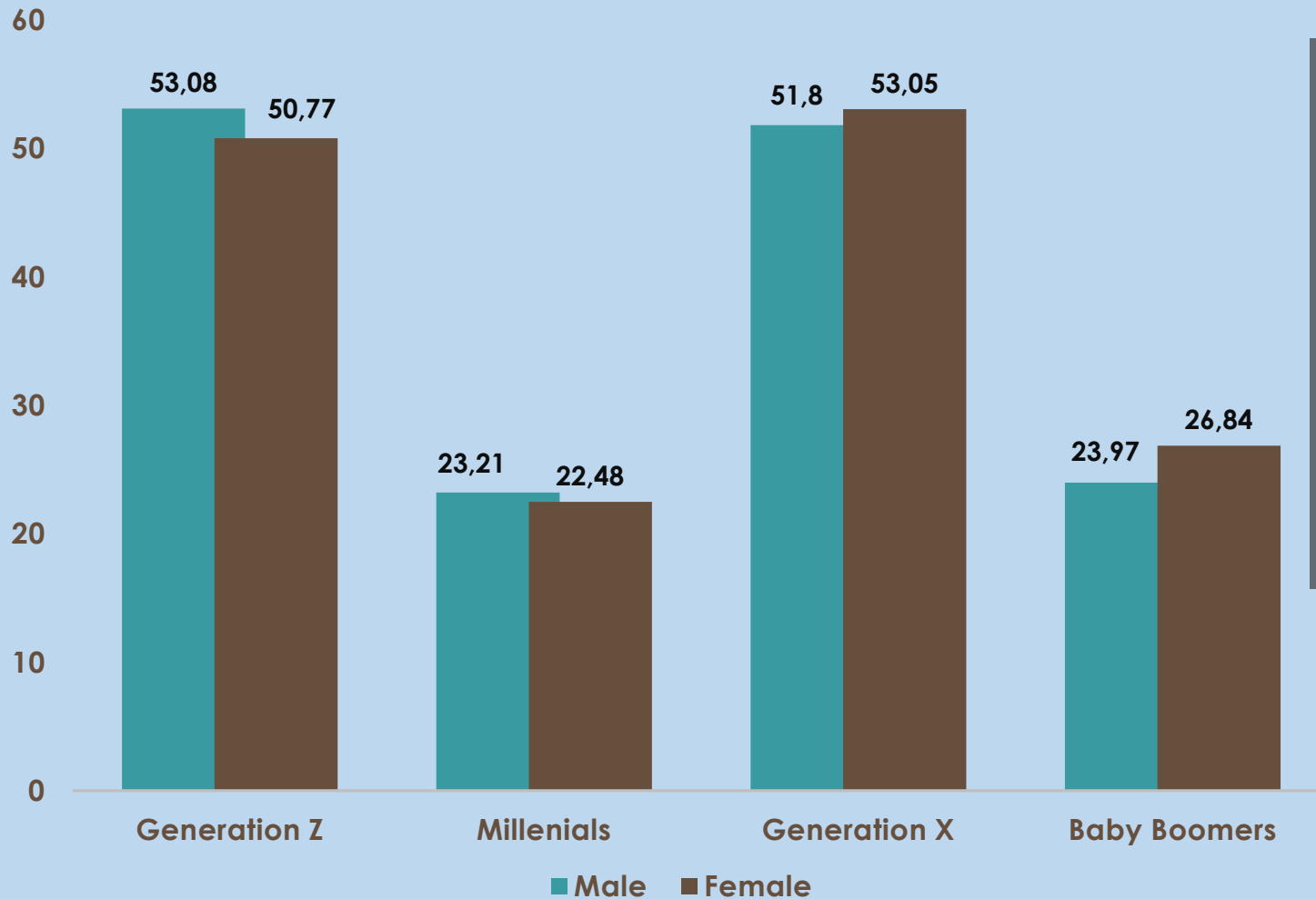


**California** has the highest  
**Personal Consumption**  
**\$1,86 billion**



# US Consumers by Generation and Gender

(In Million)









# The Evolution of US Grocery Shopping



**1) Eating Alone**

**2) 'Indivilualized' Eating**

**3) Consumers look for new claims on pack**

**4) Grocery shopping frequency hasn't changed**

**5) Grocery shopper shops at 4.4 retailer**



# The Evolution of US Grocery Shopping



6) 1 in 10 shoppers has subscribed to a meal kit service

7) 33% of Americans shop online only grocery retailers

8) Men be primary grocery shoppers

9) Primary stores vary by generation

10) Shopping priorities vary by generation

# HENRYs (High Earners, Not Rich Yet)



## Profile

Age **43 years old** (average)

Earnings **\$100,000 to \$500,000**

Assets **Bellow 1 million**

They are prone to  
**consumerism**



# Opportunities

# The Large Greek-American community

## Over 3.5 million Greek Americans

Regions with the **largest** Greek population.

- ❖ Tarpon Springs, **Florida**,
- ❖ Astoria, **New York**,
- ❖ Baltimore, **Maryland**,
- ❖ Chicago, **Illinois**,
- ❖ Detroit, **Michigan**,
- ❖ Houston, **Texas**



# Greek Exports to USA can be increased



Greek Exports to USA

**\$1,53 billion**

USA is the **6<sup>th</sup>** most important export destination for Greece

Greece is the **68<sup>th</sup>** most important import trading partner for USA



**There are great opportunities for Greek Exports**

# USA Loves Greek Products

Many Greek products are popular among the Americans

Because, they are:



**Healthy**



**High quality**



**Mediterranean**



**Nutritional**





# USA Loves Greek USA Loves Greek NON FOOD Products/Services



# Threats

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# Greek Firms don't have...



- Marketing Strategic Plan
- Marketing Plan
- Promotion Plan

Thus they have **weak positioning, no unique value points and added value from importer- end user**

# Greek Products don't follow...

**FDA**

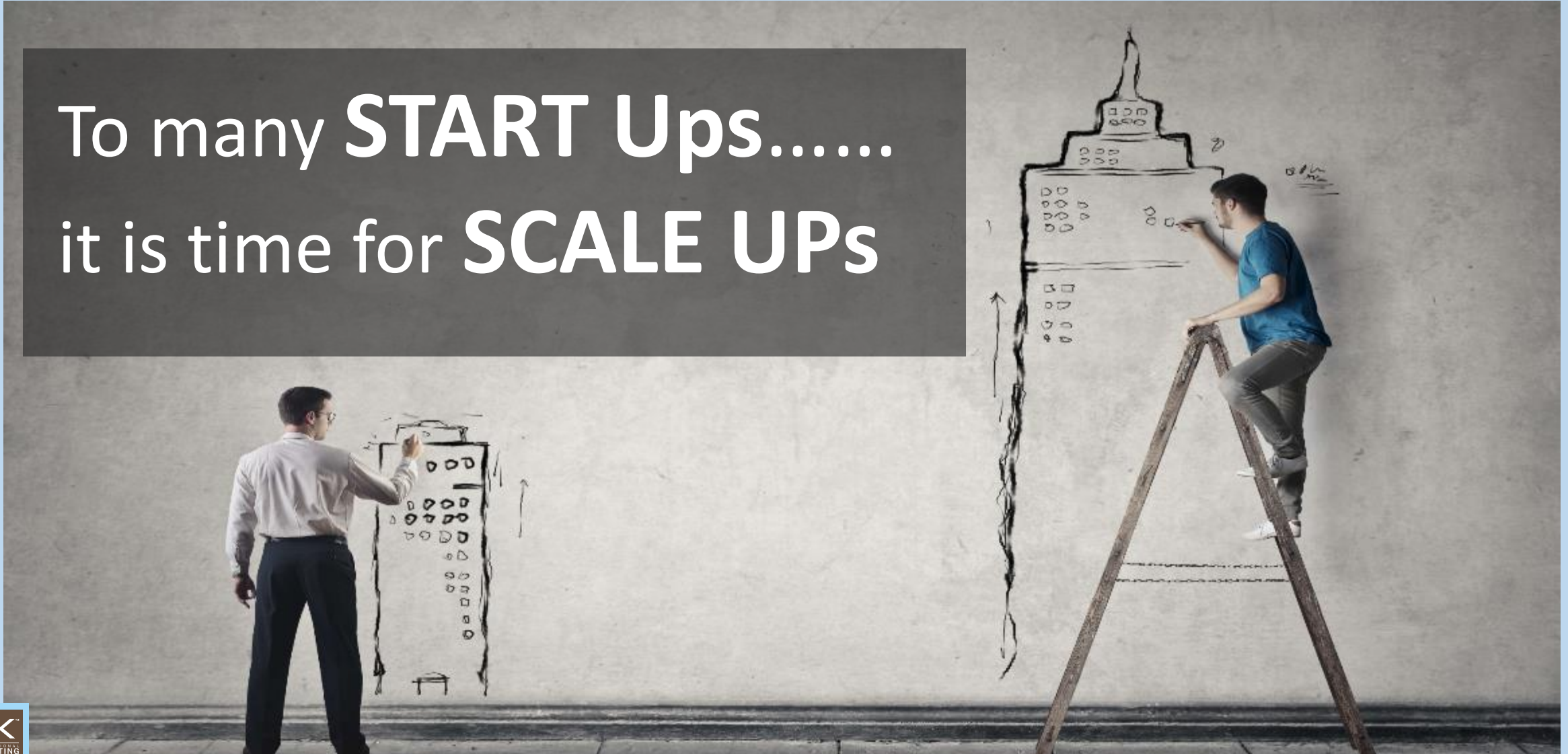


- **FDA** regulations compliance
- The new **taste** trends
- The new **packaging** trends
- The new **consumer** trends/region



# Greek Products don't scale up ....

To many **START Ups**.....  
it is time for **SCALE UPS**



# The New Tariffs Policy



**USA** imposed **25%** duties in **agricultural** and **manufactured** products.

Greek products that included in the list:

- Dairy Products (Yoghurt, Cheese, etc.)
- Agricultural Products (Peach Compose, etc.)
- Animal Products
- Manufactured Goods

“Ubi concordia, ibi victoria...”

“Όπου ενότητα, εκεί η νίκη.”



## ΑΝΑΠΤΥΞΤΕ ΤΙΣ ΕΞΑΓΩΓΕΣ ΣΑΣ

Η ICAP και η DK Marketing ενώνουν τις δυνάμεις τους για να σας προσφέρουν ολοκληρωμένες υπηρεσίες εξαγωγών.



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from concept ... to reality



# Our Vision

To

**DISRUPT THE MARKET**

by

creating innovative marketing concepts destined to achieve greatness and drive strategic business growth.

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*from concept ... to reality*

*New York London Luxembourg Shanghai Istanbul Bucharest Budapest Athens*

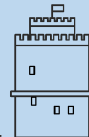


# THANK YOU !

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