

GREEK EXPORTS TOWARD U.S. MARKETS

FURTHER
TOGETHER



WHAT'S NEXT



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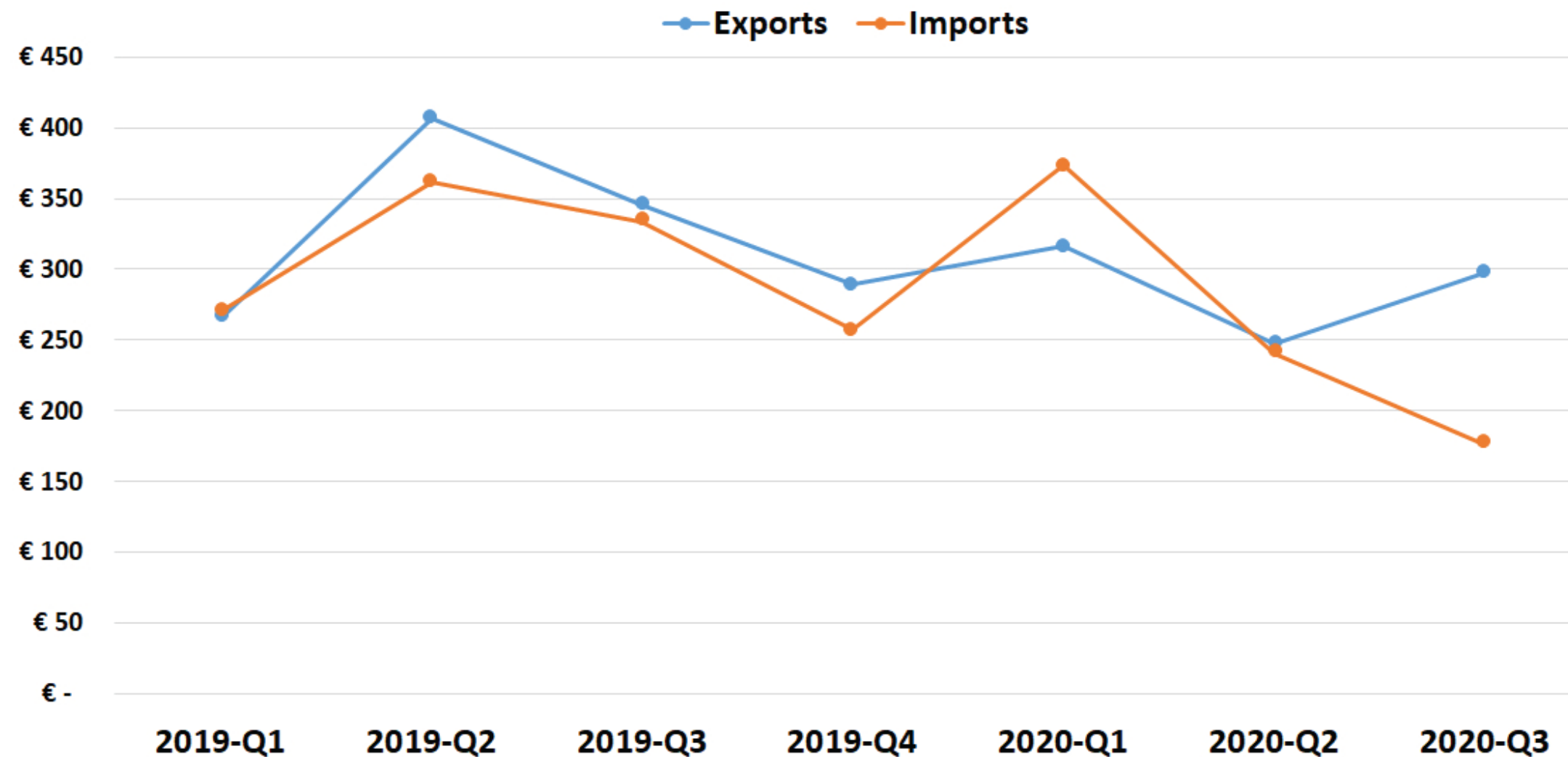
**How Greek businesses
can adapt to win in the U.S.
“next normal”** ■

**How to manage
the supply chain's disruptions** ■

GREECE-USA BILATERAL TRADE

GREEK EXPORTS TOWARD U.S. MARKETS - WHAT'S NEXT

Greece – USA Bilateral trade per quarter (2019 – 2020), in million €



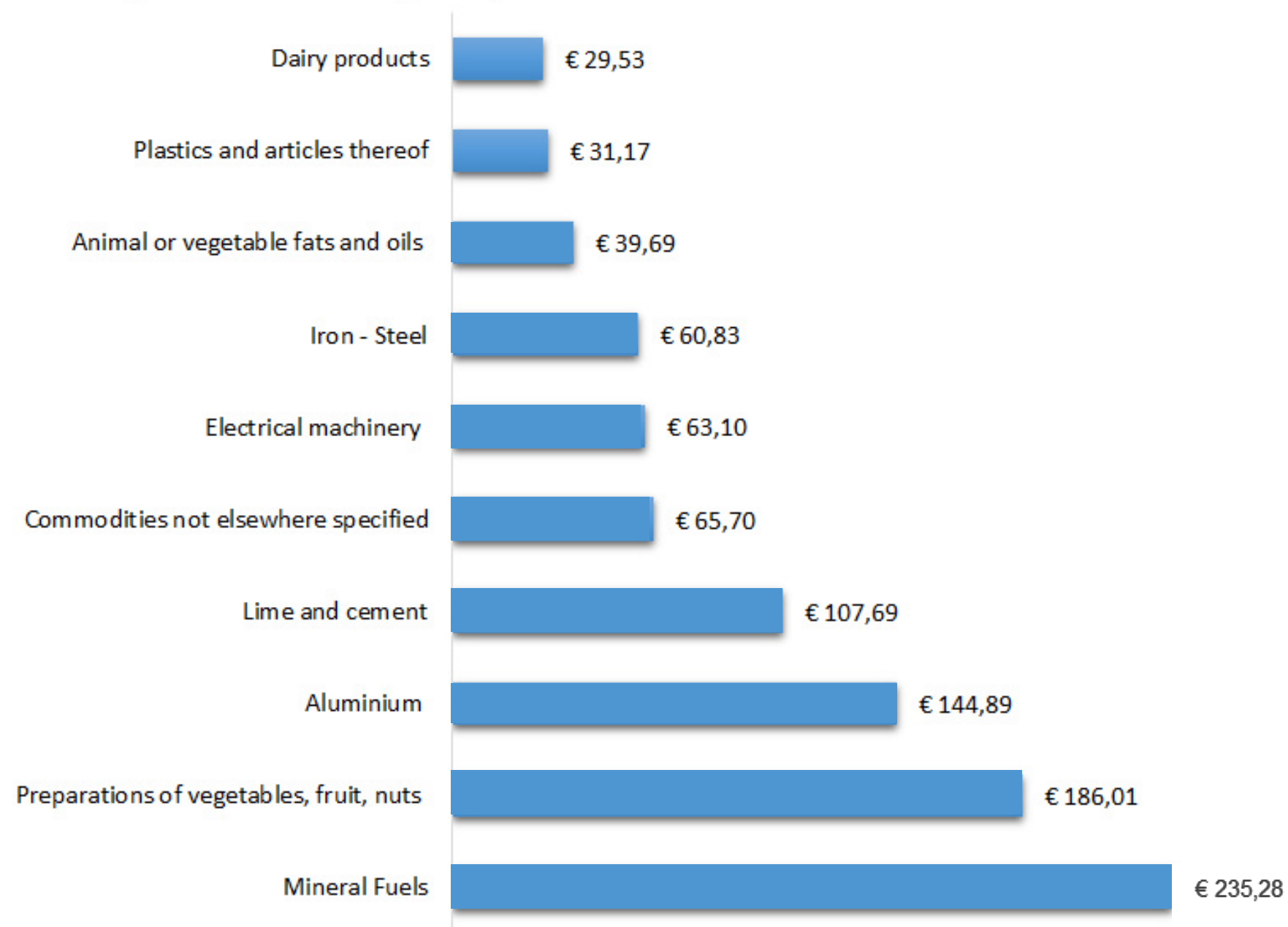
In the 3rd quarter of 2020, Greek exports to the USA diminished by 14% compared with the relative quarter in 2019

In the 3rd quarter of 2020, Greek imports from the USA diminished by 47% compared with the relative quarter in 2019

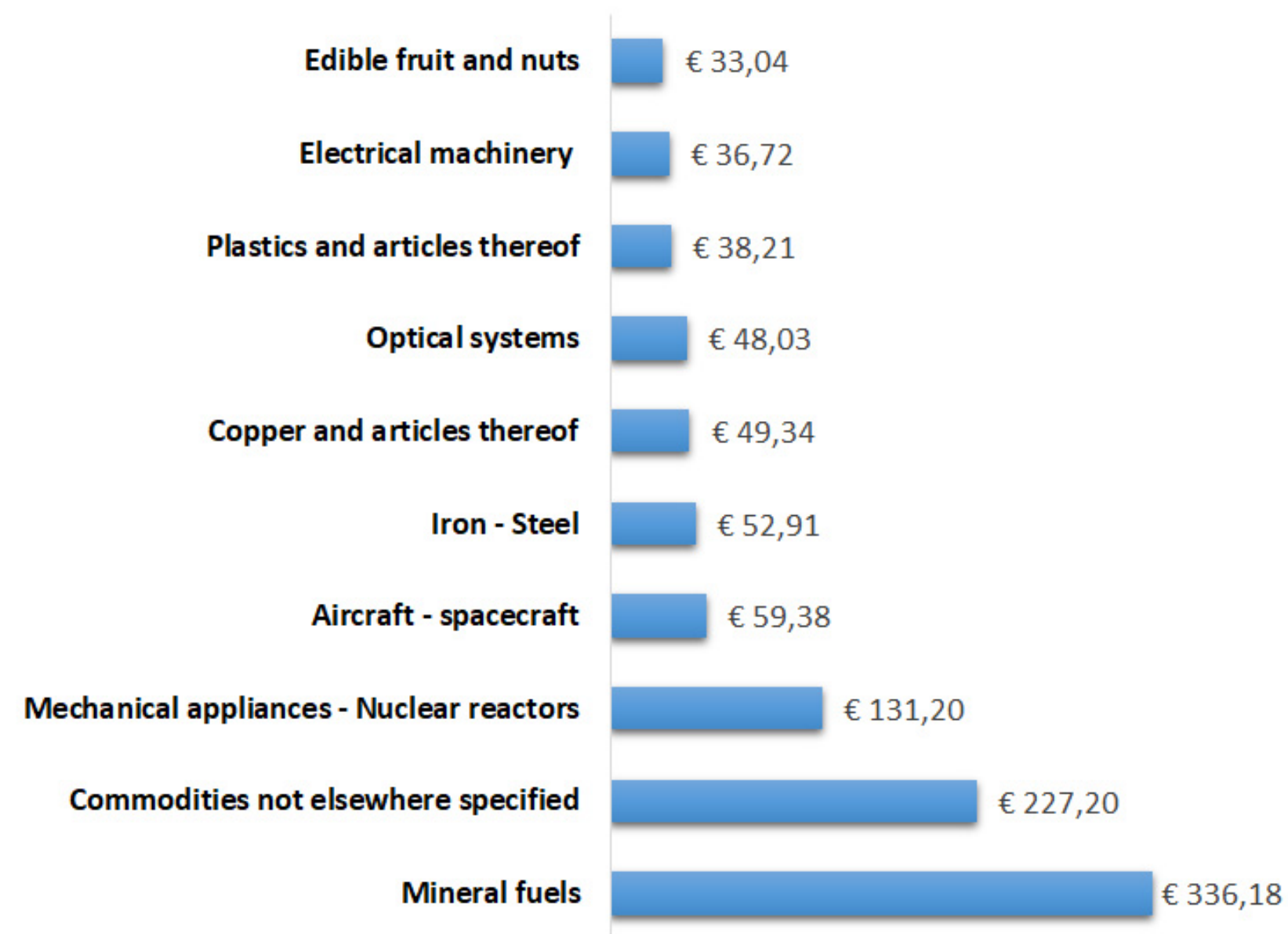
PROCESSING: DK Marketing Market Research & Business Analysis Dpt., 2020
DESIGN: DK Marketing Design Dpt, 2020

Greece-USA Bilateral trade

Top 10 Greek export products to the US market



Top 10 US export products to the Greek market



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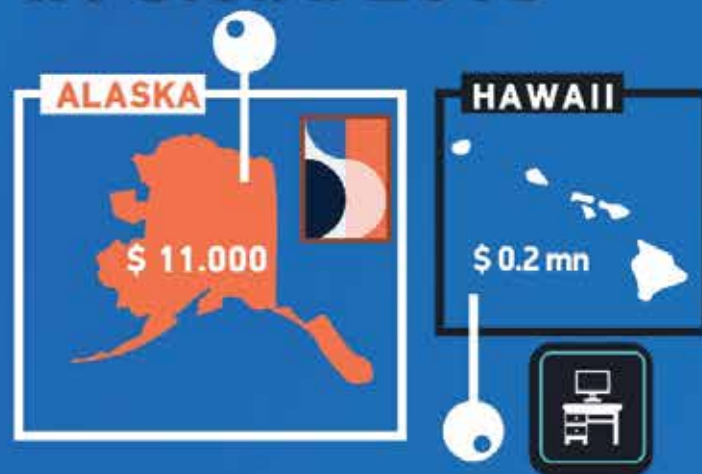
GREEK PRODUCTS IN USA



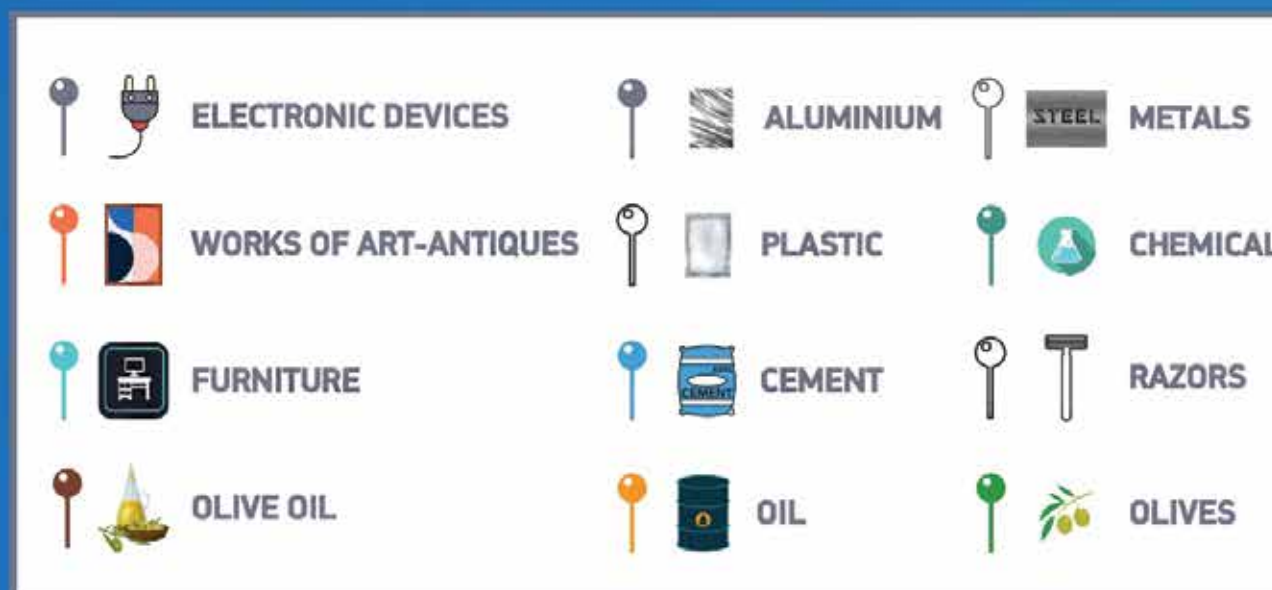
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GREEK PRODUCTS IN U.S.A 2019



Πηγή: ITC, DK Marketing Market Research and Business Analysis Dpt, 2020
Επεξεργασία: DK Marketing Market Research and Business Analysis Dpt, 2020
Σχεδιασμός: DK Marketing Graphic Design Dpt, 2020



WHAT'S NEXT?



THE WORLD HAS EXPERIENCED MONUMENTAL CHANGE DUE TO COVID-19

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**THE NEW PANDEMIC
HAS IMPACTED
DAY TO DAY LIVES
IN THE U.S. MARKET
AND THEREFORE
IMPACTED THE WAY
CONSUMERS BEHAVE**

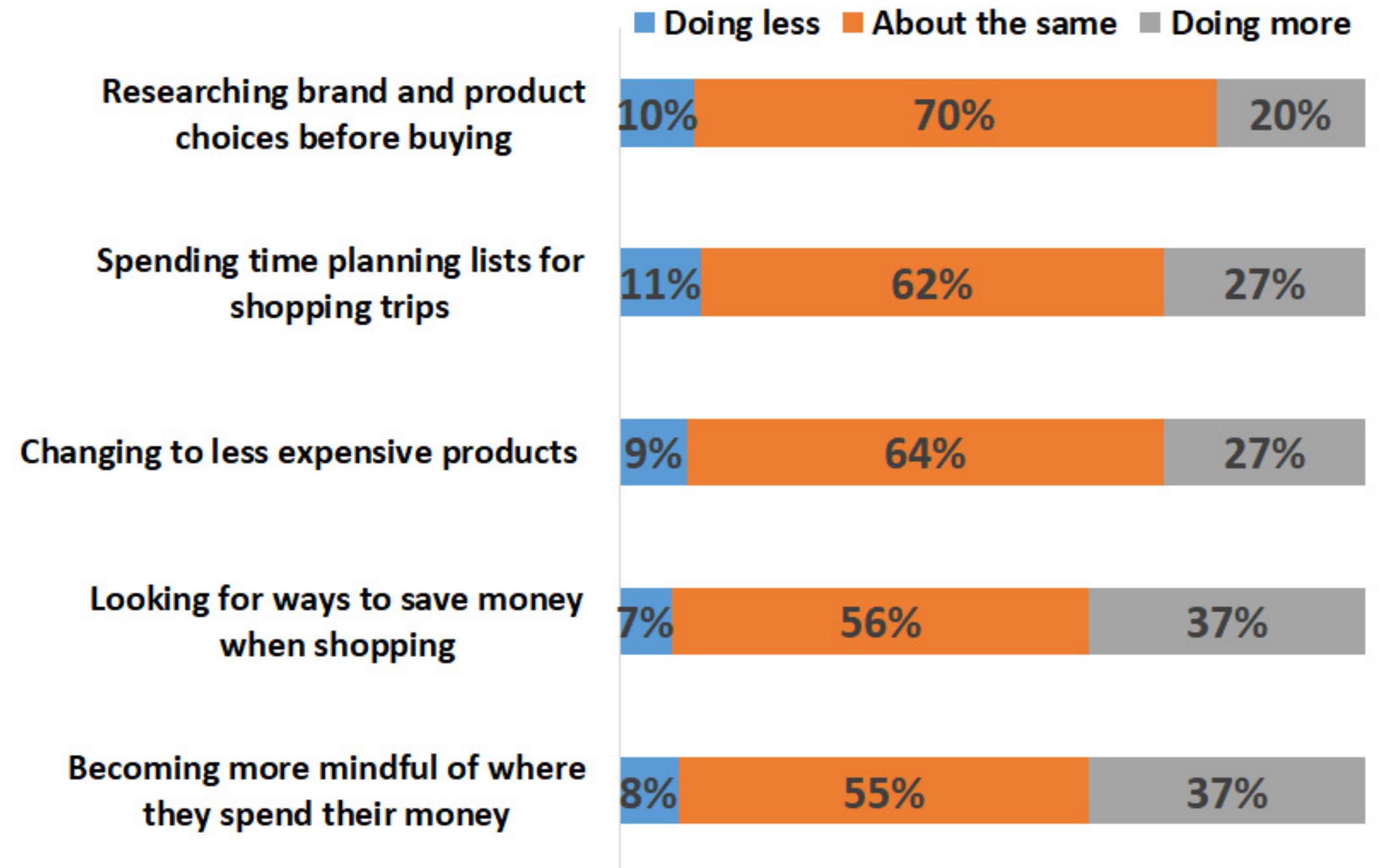


**IT'S IMPORTANT
FOR ORGANIZATIONS
TO RESPOND
TO THESE CHANGES
IN CONSUMER NEEDS,
PREFERENCES AND BEHAVIORS**

U.S. CONSUMERS BECOME MORE MINDFUL ON THEIR SPENDING

CHANGE IN SHOPPING MINDSET SINCE COVID-19

Source: McKinsey



PROCESSING: DK Marketing Market Research & Business Analysis Dpt., 2020
DESIGN: DK Marketing Design Dpt, 2020

**WHILE THE ECONOMIC UNCERTAINTY
HAS RISEN, ALMOST THE 37%
OF U.S. CONSUMERS BECOMING
MORE MINDFUL OF WHERE
THEY SPEND THEIR MONEY**



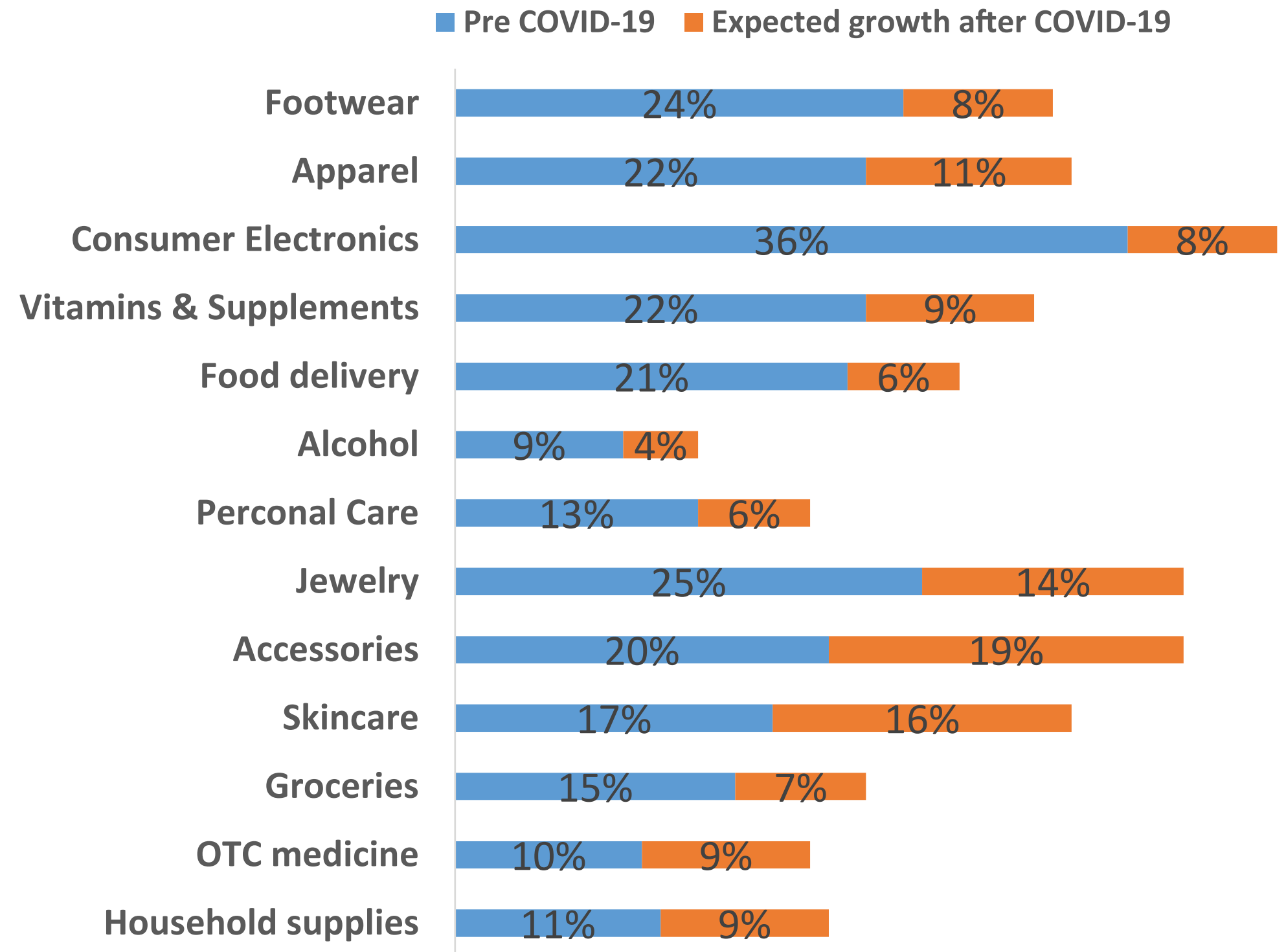
DIGITAL SHOPPING... IS HERE TO STAY



DIGITAL SHOPPING IS HERE TO STAY

CONSUMERS ACTUAL USE OF ONLINE CHANNEL BEFORE, AND EXPECTED USE AFTER COVID-19

Source: McKinsey



Επεξεργασία: DK Marketing Market Research & Business Analysis Dpt., 2020

Σχεδιασμός: DK Marketing Design Dpt, 2020

**ONLINE PURCHASES
ARE EXPECTED
TO GROW BY 10-30%
FOR MOST CATEGORIES**



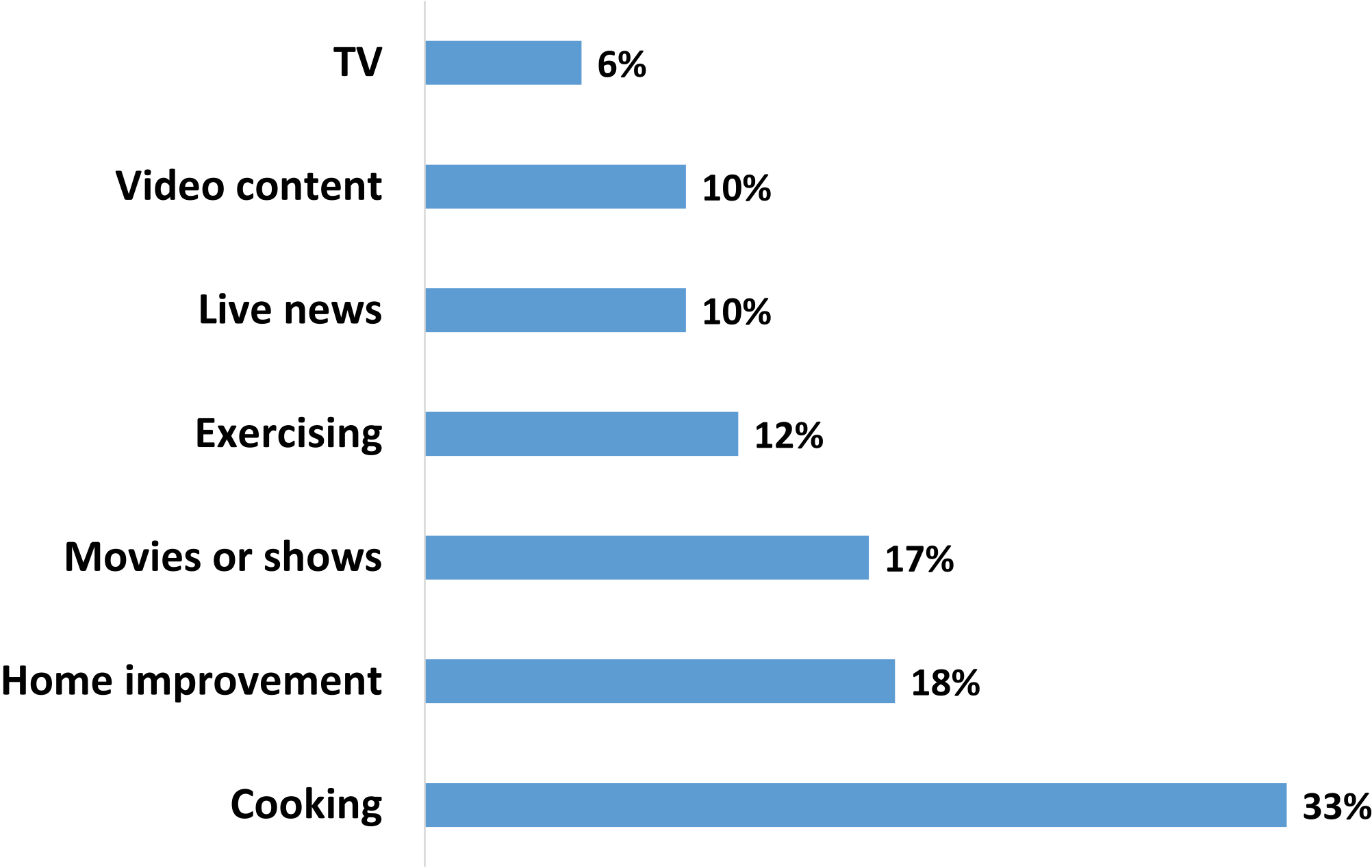


IN-HOME ENTERTAINMENT ON THE RISE

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IN-HOME ENTERTAINMENT ON THE RISE

INCREASE OF IN-HOME ACTIVITIES DURING COVID-19



Source: McKinsey

PROCESSING: DK Marketing Market Research & Business Analysis Dpt., 2020
DESIGN: DK Marketing Design Dpt, 2020

AMERICANS ARE SPENDING MORE TIME IN HOME ACTIVITIES

- HOME DINING
 - COOKING
 - EXERCISING-IN
- ## ARE ON THE RISE



COVID-19 BOOSTS SUSTAINABILITY CONCERNS



**65% OF U.S. CONSUMERS
WILL BE MORE MINDFUL
ABOUT THE IMPACT
OF THEIR OVERALL
CONSUMPTION
IN THE “NEW NORMAL”**



MULTI-CHANNEL CONVERT TO OMNI-CHANNEL



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MULTI-CHANNEL CONVERT TO OMNI-CHANNEL

MULTI-CHANNEL



ALL CHANNELS AVAILABLE TO THE CONSUMER
BUT ARE NOT INTEGRATED



OMNI-CHANNEL



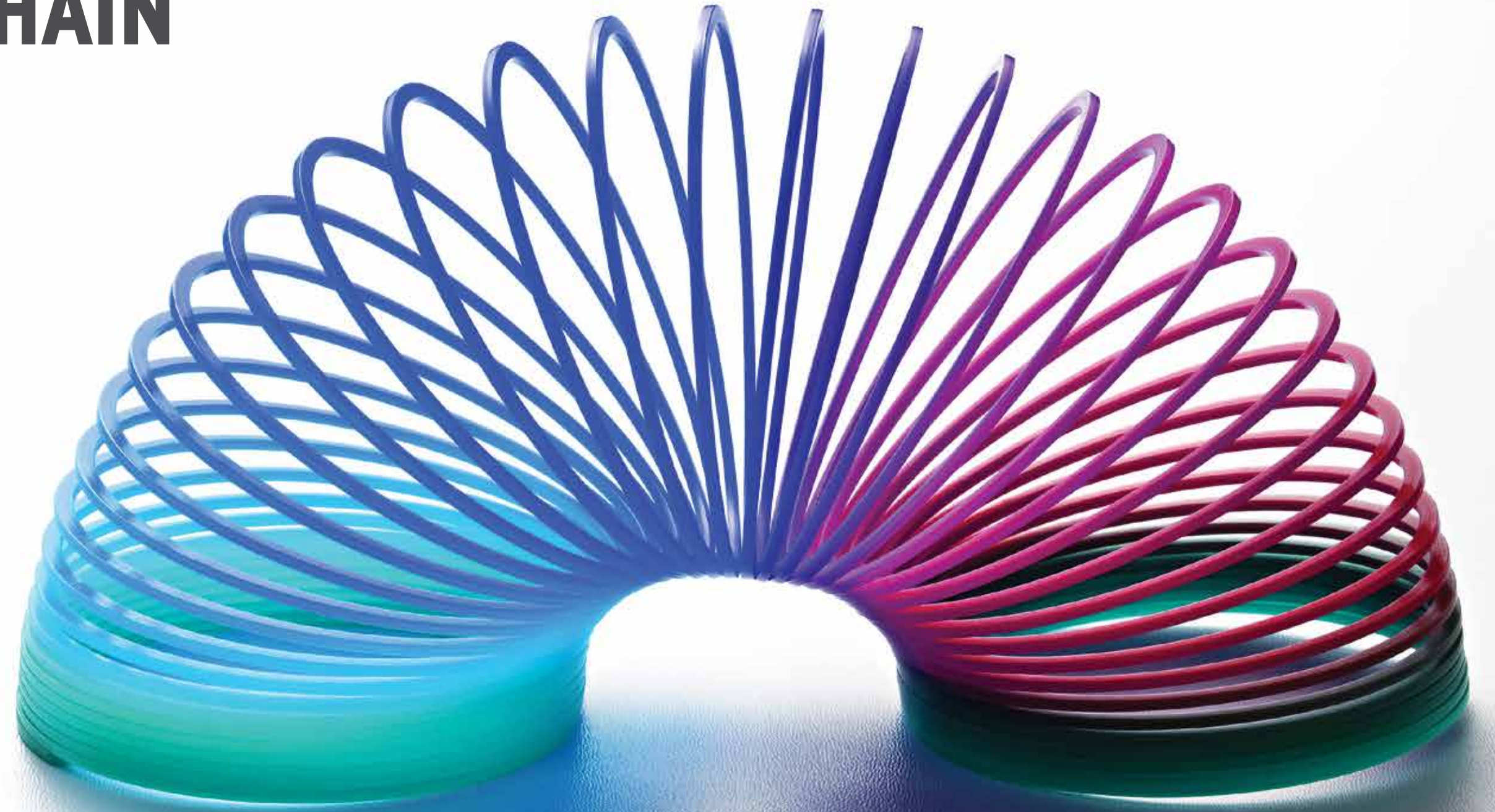
ALL CHANNELS AVAILABLE TO THE CONSUMER
AND THEY ARE CONNECTED

**PHYSICAL DISTANCING
AND STAY-AT-HOME
MANDATES COMPEL
MORE AND MORE
RETAILERS LARGE
AND SMALL
TO ACCELERATE
OMNI-CHANNEL
INITIATIVES**

HOW GREEK BUSINESSES CAN ADAPT TO WIN IN THE U.S. “NEXT NORMAL”



CREATE RESILIENCE IN THE SUPPLY CHAIN



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ACCELERATE DIGITAL, TECH AND ANALYTICS

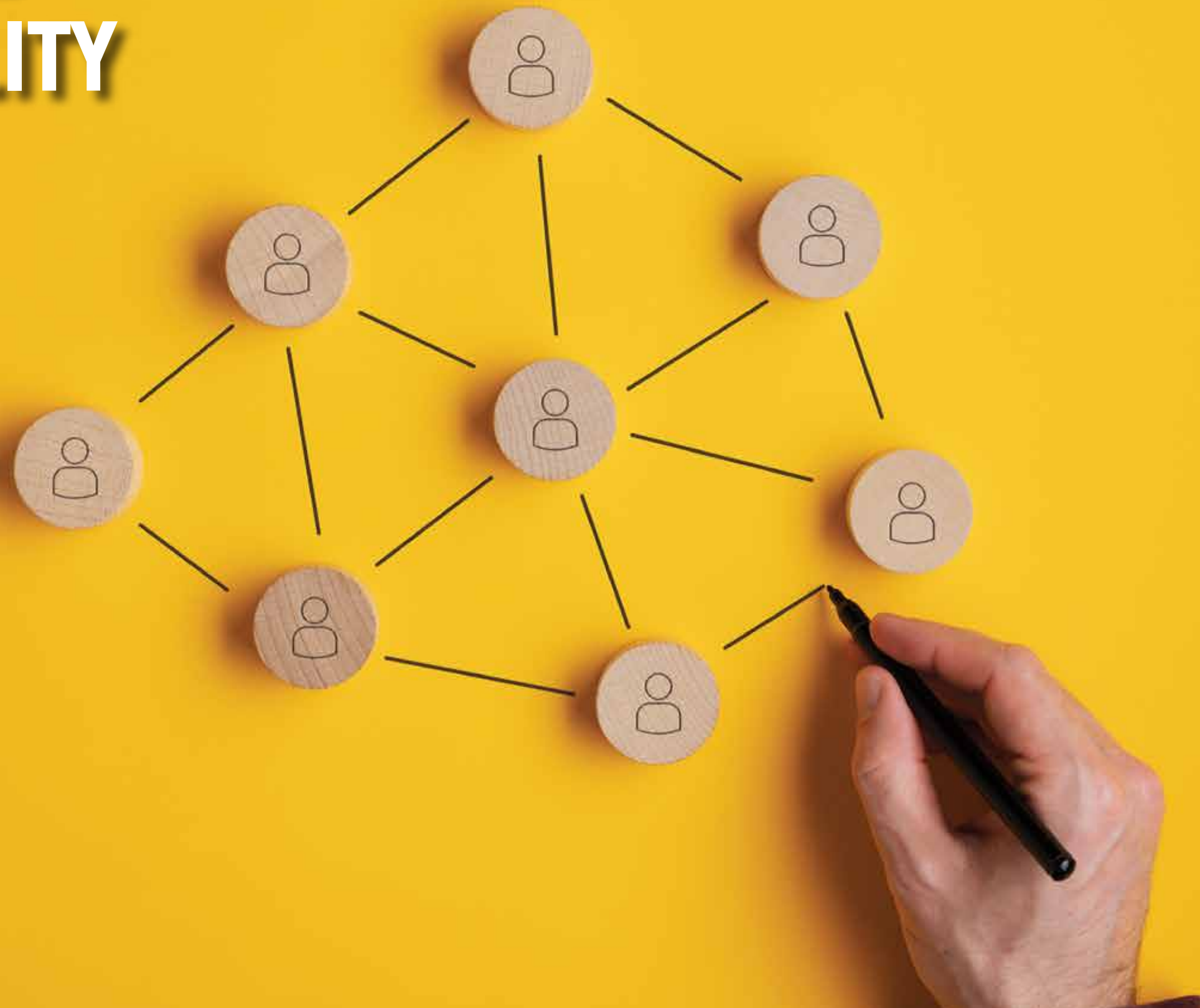
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BRAND REPOSITIONING IN THE U.S. MARKET



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ENHANCE CORPORATE SOCIAL-RESPONSIBILITY EFFORTS TO BUILD BRAND STRENGTH AUTHENTICALLY

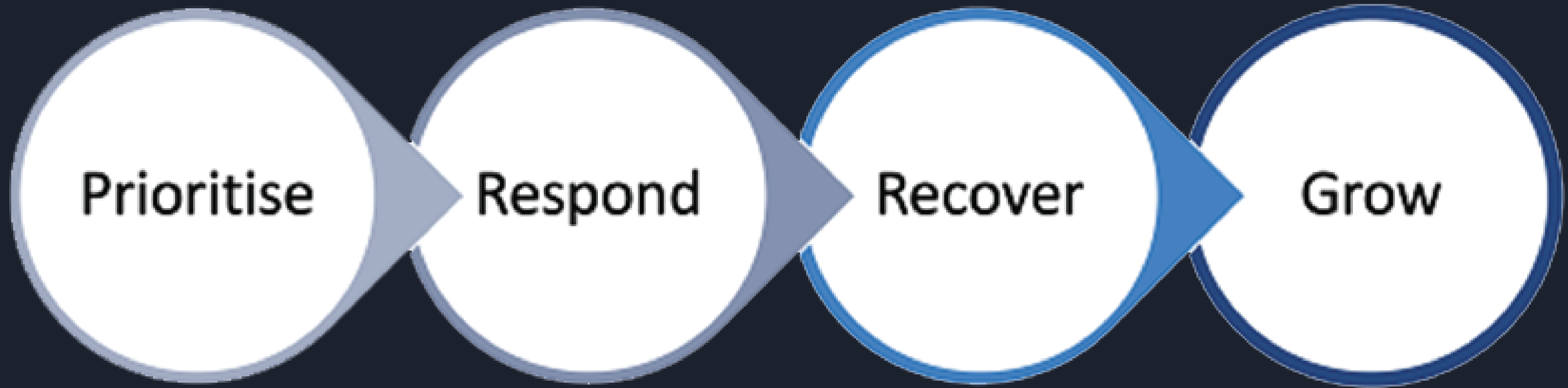


CULTIVATE EXTRAORDINARY PARTNERSHIPS & COLLABORATIONS

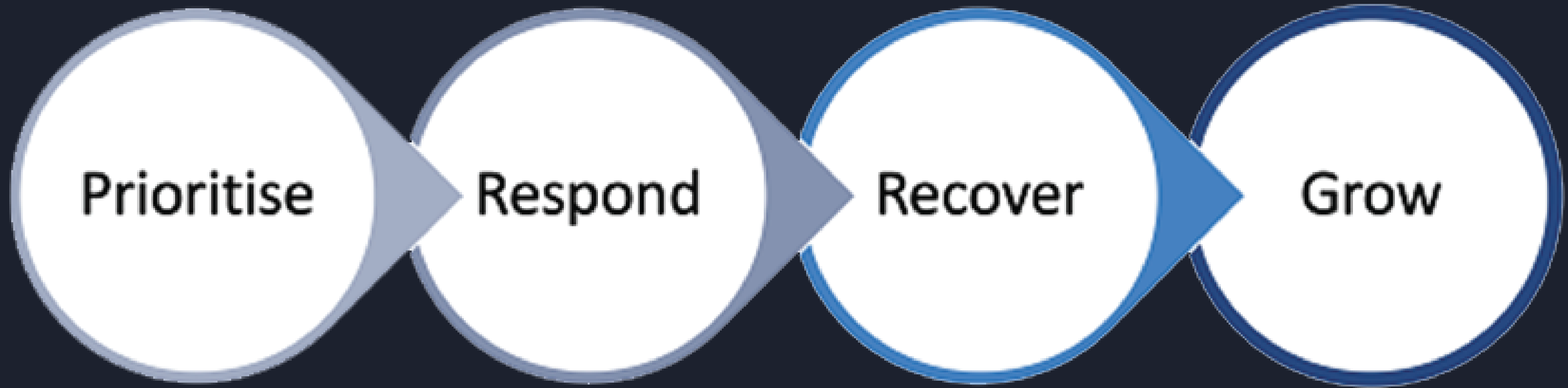


HOW TO MANAGE THE SUPPLY CHAIN'S DISRUPTIONS?



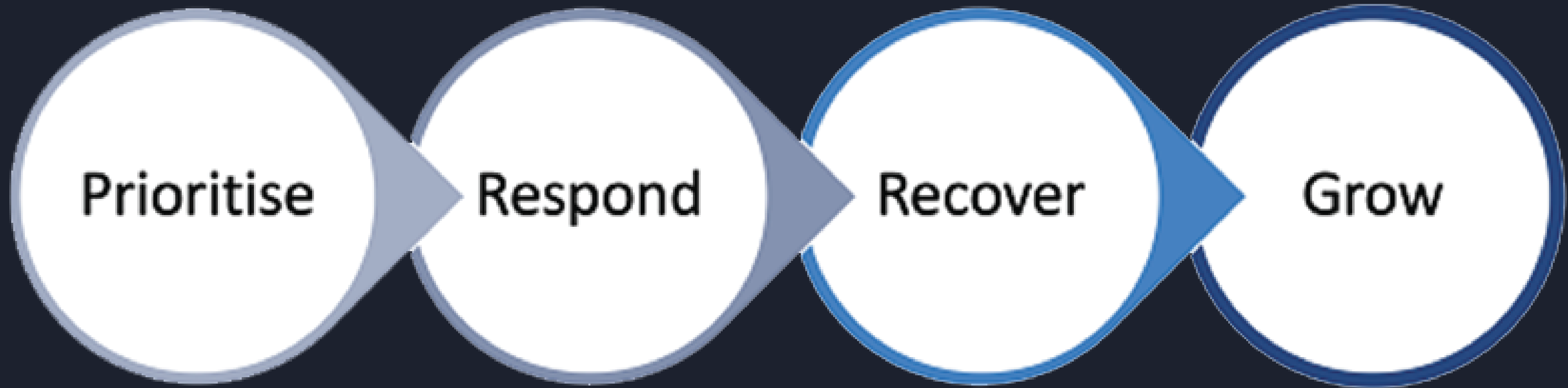


 **Identify new business relations
and distribution channels**



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and distribution channels**

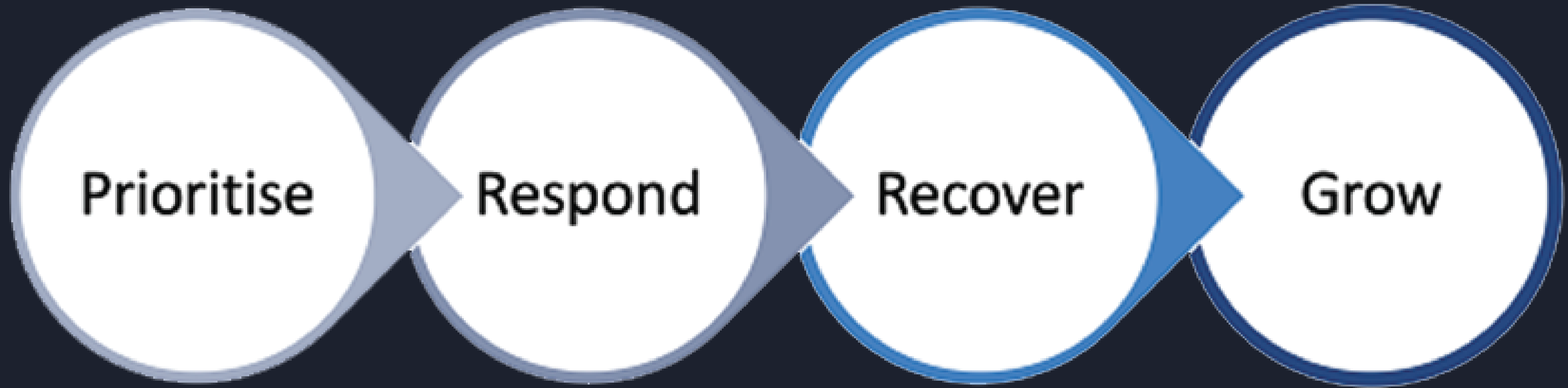
**Manage trade restriction, re-form
supply capacity, and create digital
supply-chains to keep up movement**



**Identify new business relations
and distribution channels**

**Manage trade restriction, re-form
supply capacity, and create digital
supply-chains to keep up movement**

**Develop roadmaps to strengthen
transport and logistics capabilities
and to manage risk**



Identify new business relations and distribution channels

Manage trade restriction, re-form supply capacity, and create digital supply-chains to keep up movement

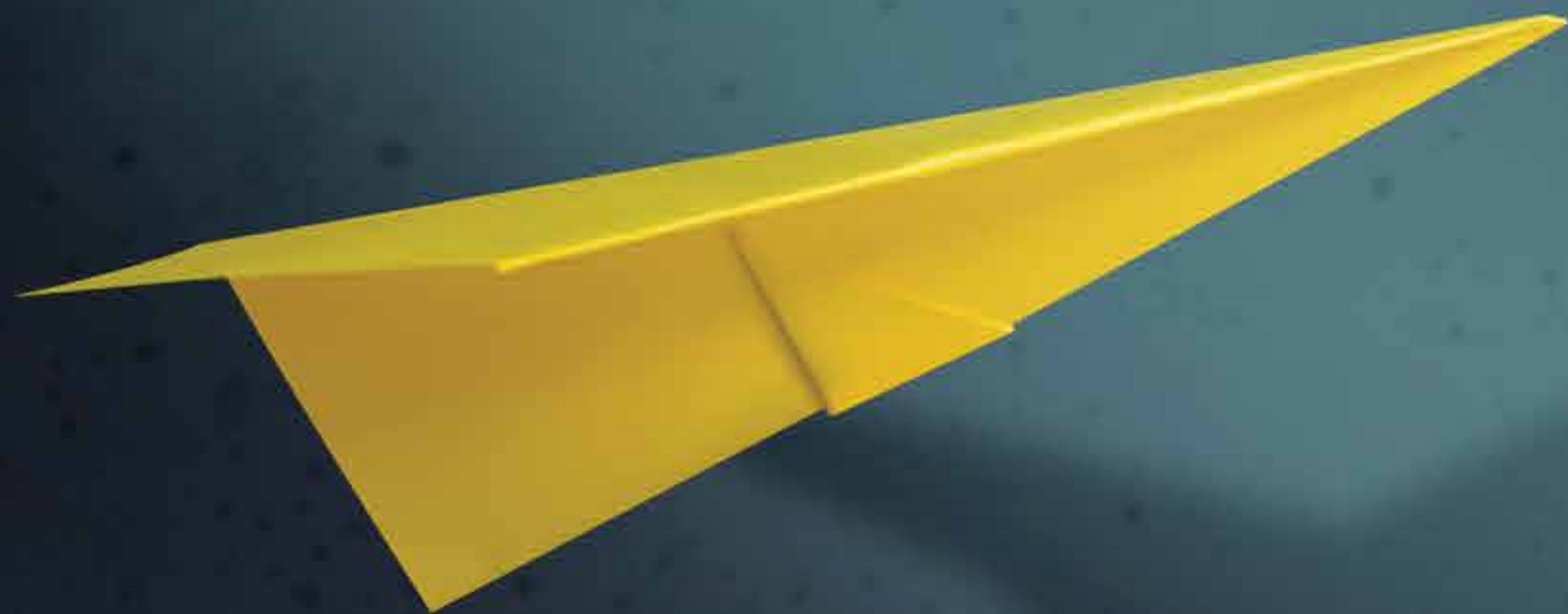
Develop roadmaps to strengthen transport and logistics capabilities and to manage risk

Leverage direct-to-consumer channels

A close-up photograph of two people in business attire shaking hands. The person on the left is wearing a dark suit, and the person on the right is wearing a blue suit. They are standing in front of a large window with a grid pattern, and the scene is brightly lit. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the main title in white text.

NEW CHALLENGES ARE UNDERWAY

GREEK EXPORTS TOWARD U.S. MARKETS - WHAT'S NEXT



OPPORTUNITIES FOR GREEK EXPORT COMPANIES ARE HUGE

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THANK YOU

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