

# Consumer Values and Behaviour in Romania

June 2024

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Scope

## HIGHLIGHTS

Consumer values and behaviour in Romania

## PERSONAL TRAITS AND VALUES

Consumers in Romania are most concerned about the cost of everyday items going up  
Baby boomers are most concerned about rising prices  
Romanian consumers prefer to explore innovative products and services  
Millennials prefer branded products over their non-branded counterparts  
Consumers' future expectations are that they will be happier  
Younger generations foresee an increase in the amount of work beyond their current workload

## HOME LIFE

While at home, Romanian consumers frequently connect virtually with friends or family  
Energy efficiency remains the most desired home feature

## COOKING AND EATING HABITS

Consumers in Romania prefer to cook or bake dishes themselves  
Meals are typically prepared by someone else in Romanian households  
Superior flavours at restaurants are more desirable to younger consumers  
Romanian consumers are more focused on healthy ingredients compared to the global average

## WORKING LIFE

Younger generations expect to be in charge of their own careers  
Romanians primarily desire to receive a generous income  
Romanians say they maintain a clear separation between their professional and personal lives

## LEISURE

Online social interactions with friends are preferred over in-person socialising  
Older generations enjoy shopping for leisure  
Consumers' top travel motivation - getting the best return on money spent  
Baby boomers are most concerned about safe destinations when travelling

## HEALTH AND WELLNESS

Less strenuous exercise such as walking or hiking is the preferred training activity  
Younger generations are most likely to attend a group fitness class  
Herbal remedies remain a high priority for health and wellness in Romania

## SUSTAINABLE LIVING

Consumers in Romania are concerned about climate change  
Consumers are actively pursuing environmentally-conscious lifestyles  
Romanian consumers are motivated to use products designed for energy efficiency  
Consumers utilise social and political media to voice their perspective on current issues

## SHOPPING

Romanian consumers are less interested in bargains compared to the global average  
Gen X like to explore shops even if they have no intention of purchasing anything  
Consumers try to lead a minimalist lifestyle and do not buy new items unless necessary  
Baby boomers are most inclined to seek products with easy to understand labels  
Consumers in Romania are drawn to digital platforms for streaming content

## SPENDING

Romanians want to increase spending on health and wellness

Spending on education is more likely among younger generations  
Romanian consumers' financial situation is less desirable than the global average  
Millennials are best positioned to set aside a portion of their earnings  
Gen Z are not expected to maintain a balance between saving and spending in the near future

## TECHNOLOGY

Consumers actively manage data sharing and privacy settings  
Younger generations are most adept at using technology for online activities  
Romanian consumers employ a range of messaging and communication apps  
Younger generations maintain regular access to their financial accounts  
Younger consumers most frequently write reviews for products and services  
Consumers in Romania share opinions about companies' products online  
Companies' social media platforms are most actively utilised by younger generations

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