



Euromonitor
International

Consumer Values and Behaviour in Romania

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Table of Contents

CONSUMER VALUES AND BEHAVIOURS IN ROMANIA

Scope

HIGHLIGHTS

Consumer values and behaviour in Romania

PERSONAL TRAITS AND VALUES

Consumers in Romania have complex ideals, preferences and concerns
Younger generations say that being active in the community is important to them
Consumers in Romania like testing out new offerings
Millennials want to interact with brands and influence innovation
Consumers in Romania say it is likely that they will be happier in future
Younger generations believe their lives will be better in future

HOME LIFE

While at home, consumers in Romania connect with friends or family virtually
Energy efficient remains the most desired home feature

COOKING AND EATING HABITS

Consumers prefer to cook or bake dishes for themselves
Consumers in Romania say that another member of the family usually prepares meals
Gen Z say that eating out at restaurants provides a more enjoyable experience
Baby Boomers focused on looking for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to set their own work hours
Romanians primarily desire to attain a lucrative wage
Consumers in Romania say they uphold a division between their job and private life

LEISURE

Consumers in Romania enjoy socialising with friends online
Younger generations enjoy going to sporting events
Romanians seek getting the best return on money spent when travelling
Gen X expect unwinding options when travelling

HEALTH AND WELLNESS

Consumers engage in walking or hiking
Younger generations enjoy running or jogging as exercise
Consumers are interested in herbal remedies to improve wellbeing

SUSTAINABLE LIVING

Consumers are concerned about climate change
Consumers actively pursuing environmentally-conscious lifestyles
Consumers in Romania motivated to utilize packaging that is environmentally sustainable
Consumers in Romania share opinion on social/political issues on media

SHOPPING

Romanians like to visit shopping malls
Older generations explore shops even if they have no intension of purchasing anything
Consumers try to lead a minimalist lifestyle and do not buy new items unless necessary
Older generations look for reputable or popular labels
Romanians subscribe to digital platforms for streaming content

SPENDING

Consumers set to increase spending on health and wellness
Gen Z set to increase spending on new technology the most
Romanians are able to regularly save a portion of their income
Millennials show apprehension regarding their current financial condition
Saving money remains priority over the next 12 months

TECHNOLOGY

Consumers are proactive in managing data sharing and privacy settings
Younger generations freely share personal information online
Consumers in Romania utilise platforms for communicating digitally
Younger generations regularly use apps to track health or fitness
Gen Z consumers frequently purchase items or services online
Consumers in Romania follow or like companies' social media feed or posts
Gen Z purchase an item through social networking sites

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