



# Consumer Values and Behaviour in Romania

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## 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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