

Consumer Lifestyles in Romania

June 2025

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Consumer landscape in Romania 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

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Time with children: most prioritised by Baby Boomers

Millennials value giving back to those in need

Consumers in Romania are in the habit of testing out fresh merchandise and offerings

Baby Boomers expect to have more free time for themselves

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Connecting with loved ones virtually - most frequent home activity among Gen Z

Older generations most frequently check or refresh profiles on a social media

Energy efficiency - most desired home feature by older generations

Urban or inner city location - most desired external feature by Baby Boomers

Respondents desire getting the most value for money when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in Romania look for healthy ingredients in food and beverages

Millennials most likely to reference no time for cooking as biggest barrier

Consumers typically cook or bake for themselves at least weekly

Baby Boomers more likely to be diabetic

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Gen X employees prioritise ethical and social responsibility within the workplace

Romanians seek to find employment that provides time for both personal and work lives

Younger generations want to work for a successful company

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Respondents engage in walking or hiking

Older generations trust herbal remedies to reduce stress the best

Health and nutritional properties is the most influential product feature

Younger generations likely to use fitness apps

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers in Romania endeavour to embrace a minimalist lifestyle

Older generations like to visit shopping centres

Baby Boomers look for personalised shopping experiences

Older generations try to purchase locally-sourced products and services
Romanians often sell used or second-hand items
Gen Z regularly share or retweet products
Younger generations use a price comparison websites
Romanians set to increase spending on health and wellness the most
Millennials are concerned about their current monetary status

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Shopping and spending survey highlights

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