



Consumer Lifestyles in Romania

June 2024

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CONSUMER LANDSCAPE

Consumer landscape in Romania 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Romanians are concerned about the rising unit prices of essential goods

Older generations focused on spending time with their partners and children

Millennials most likely to give back to those in need

Romanians like to try new products and services

Baby boomers most pessimistic generation in Romania

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Gen Z exercises at home more often than other generations

In Romania, millennials are the most active generation on social media

Older generations, especially baby boomers, much prefer energy efficient homes

Younger generations in Romania are more likely to prefer rural living

Romanian travellers seek value for money

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Younger generations more actively monitor what they eat to manage their weight

Younger generations don't have as much time to cook

Consumers in Romania like to prepare their own meals at least weekly, if not daily

Gen Z most likely to have allergies or food intolerances

Gen Z most willing to pay more for well-established brands

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Millennials place emphasis on employee health and safety over like-minded colleagues

Romanians want a job that allows for a strong work-life balance

Gen X and millennials most enticed by a high salary

Consumers in Romania expect to have flexible working hours in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Romanians prefer to walk or hike for exercise

Older generations turn to herbal remedies for stress-relief

Romanians consider health and nutritional properties the most influential product feature

Millennials most likely to own a wearable or health tracking device

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Romanians love finding a good deal

Older generations enjoy visiting shopping malls more

Gen X seeks out products with unambiguous labels

Older generations more prone to fix broken items instead of replacing them
Romanians often donate used items to a charity or non-profit
Gen Z more inclined to write reviews for products or services
Romanians place the most value in recommendations from friends and family
Consumers in Romania expect to spend more on health and wellness in future
Gen X least comfortable with their current financial standing
Shopping and spending survey highlights

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