

Consumer Values and Behaviour in Romania

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Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Romania report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Values market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in

London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Scope

Consumer values and behaviour in Romania

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

While at home, Romanian consumers frequently connect virtually with friends or family

Energy efficiency remains the most desired home feature

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

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

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

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

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

Romanian consumers are less interested in bargains compared to the global average

Gen X like to 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

Baby boomers are most inclined to seek products with easy to understand labels

Consumers in Romania are drawn to digital platforms for streaming content

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
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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