

# Consumer Lifestyles in Romania

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## Abstracts

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles 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 Overview 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.

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### Scope

Consumer landscape in Romania 2024

### 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

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

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

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

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

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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