



**FMCG Market**  
**A Growth from Knowledge Kit**

GfK Romania  
Bucharest, July 2010

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# FMCG Market. A Growth from Knowledge Kit

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- ➔ The current syndicated report is standing for one of the most comprehensive analysis of the changes in consumers' perceptions, attitudes, lifestyles and buying behaviour that have occurred since the beginning of 2009 that marked the onset of the Romanian economic crisis.
- ➔ Four research data sources endorsed the process of gathering and analysing the market to determine the current and future needs, preferences, attitudes and behavior and to assess changes in the business environment:
  - GfK Household Panel
  - GfK Qualitative Research
  - GfK Quantitative Research
  - Official statistics (INSSE, EUROSTAT)

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## Macroeconomic Outlook

- After the shock and panic the worldwide crisis released in the beginning of 2009, in 2010 Romanian consumers have accustomed themselves to the new environment (higher unemployment rate, decreasing average net income per household, indecisive political environment) having adjusted and shifted their living standards, priorities and values.



## FMCG Producers Perspective

- Whilst budgets are spent CAUTIOUSLY, the fast changes in the marketplace press on the NEED to ACT in order to UNDERSTAND these changes and COORDINATE the business accordingly.

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## Perception and Attitudes Towards Crisis Effects

- Consumers regard 2010 with Reluctance and Resignation while surviving is the main thought of today for tomorrow. The confidence in their own economic future is decreasing with education, age and urbanization degree.

## Consumers' Concerns, Fears and Values

- Unemployment is revealing as the main fear of Romanians and from there the panic of not being able to cover the current expenses (e.g. monthly bills). More than half of Romanians stated that their revenues have been affected by the crisis.



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## Micro-strategies for Coping with Crisis Effects

- 84% of global consumers have cut back on something this year while Romanians less items than the Global ones, mostly because there was less to cut back on.



## Changes in Consumers' Attitudes and Behavior

- Consumers revert to the "little joys" – the concept of indulgence / reward is redefined:
  - much more reserved with what they used to consider "indulgence" before the crisis (going out, clothing, holidays etc.)
  - "indulgence" means now food products

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## Household Consumption Evolution by Categories of Products

- In 2009 consumers shifted activities and consumption in-home. Not long ago home was considered to be “the last fortress”. In the beginning of 2010 even the in-home consumption was affected and eventually began to shrink. FMCG expenditure decreased by 5% in the fourth months of 2010 compared to similar period from 2009.



# Thank you for your attention!

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