



Romanian Market.

A Growth from Knowledge Kit

Growth from Knowledge
GfK Romania

Romanians During Recession. A Growth from Knowledge Kit 2010

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Second year of crisis in Romania.

What has changed versus 2009? What does next year have in store for us?

Romanians During Recession. A Growth from Knowledge Kit

The integrated report that carries out an in-depth radiogram of consumers' ATTITUDES and BEHAVIOURS

In a UNIQUE combination of 4 RESEARCH DATA SOURCES:

- ✓ GfK Household Panel
- ✓ GfK Qualitative Research
 - Ethnographic interviews
 - Interviews with CEOs from some of the most important FMCG companies
- ✓ GfK Quantitative Research
 - Roper Reports
 - Omnibus
 - Consumer Confidence Barometer
 - Financial Markets Data System
- ✓ Official statistics



NEW comparing with 2009 report

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- **The report contains opinions of some of the biggest players in the industry, at the highest level**
- **Values' map of the Romanian consumer in 2010 and what has changed versus 2008**

Romanians During Recession. A Growth from Knowledge Kit 2010

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The report answers the following main questions:

- Which were the most important challenges for the producers in 2009 and what are their expectations for 2010?
- Which are the biggest fears of the consumers and how is their system of values shifting? How are these changes reflected in their lifestyle?
- How is the household consumption influenced by product categories?
- Which strategies do people use to adapt to current market context?
- Where are the crisis effects felt most?
- How do consumers see themselves in the near future?
- Which are the growth opportunities for companies?

Detailed content

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1. Macroeconomic Outlook

2. FMCG Producers Perspective

- ✓ How did 2009 look like for producers?
- ✓ The main challenges in 2010
- ✓ How do producers anticipate their consumers will react this year?
- ✓ Anti crisis strategies and revival challenges

3. Perception and Attitudes Towards Crisis Effects

- ✓ Romanians' state of mind from the beginning of the crisis until present – at the level of nationally representative sample and the main socio-demographic sub-groups
- ✓ Crisis consequences at personal level
- ✓ How do consumers see themselves in near future – optimistic or pessimistic scenario?

4. Consumer's Concerns, Fears and Values

- ✓ Changes in concerns and fears hierarchy in 2010 versus 2008
- ✓ How has the actual economic context influenced the consumers' value system?



Detailed content

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5. Changes in Consumer Attitudes and Behaviour

- ✓ Consumers expectations from FMCG producers – How do consumers anticipate FMCG producers to react for minimizing the crisis effects
- ✓ How have the criteria in choosing a store format changed versus 2008?
- ✓ The importance of price in the decision of buying some categories of products
- ✓ Financial and banking attitudes and behaviors in 2010
 - Attitudes to saving, crediting and pensions
 - The saving accounts and deposits
 - The evolution of loans– usage and intention
- ✓ Technical consumer goods market evolution
- ✓ Internet and telecom usage evolution

Detailed content

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6. Household consumption evolution by categories of products

- Food and beverages
 - Home care
 - Personal care
- ✓ By revenue groups: small, medium and high
 - ✓ Micro-strategies in the attempt of coping with the crisis effects
 - ✓ The importance of different types of store formats for household consumption of fast moving consumer goods

7. Expectations regarding expenditures for the next 6 months



Report price

2,700 EURO (+VAT)

We would be pleased to offer you more details about this research or any other multi-client GfK study.

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Thank you!

