



## **Consumer Climate in Romania**

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## How did the consumer react in front of the crisis?

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- **Lost the optimism**

- **Delayed important purchases**

- **Reduced spending with non-essential products**

- **Decreased out of home spendings**

- **Shift consumption and activities in home**

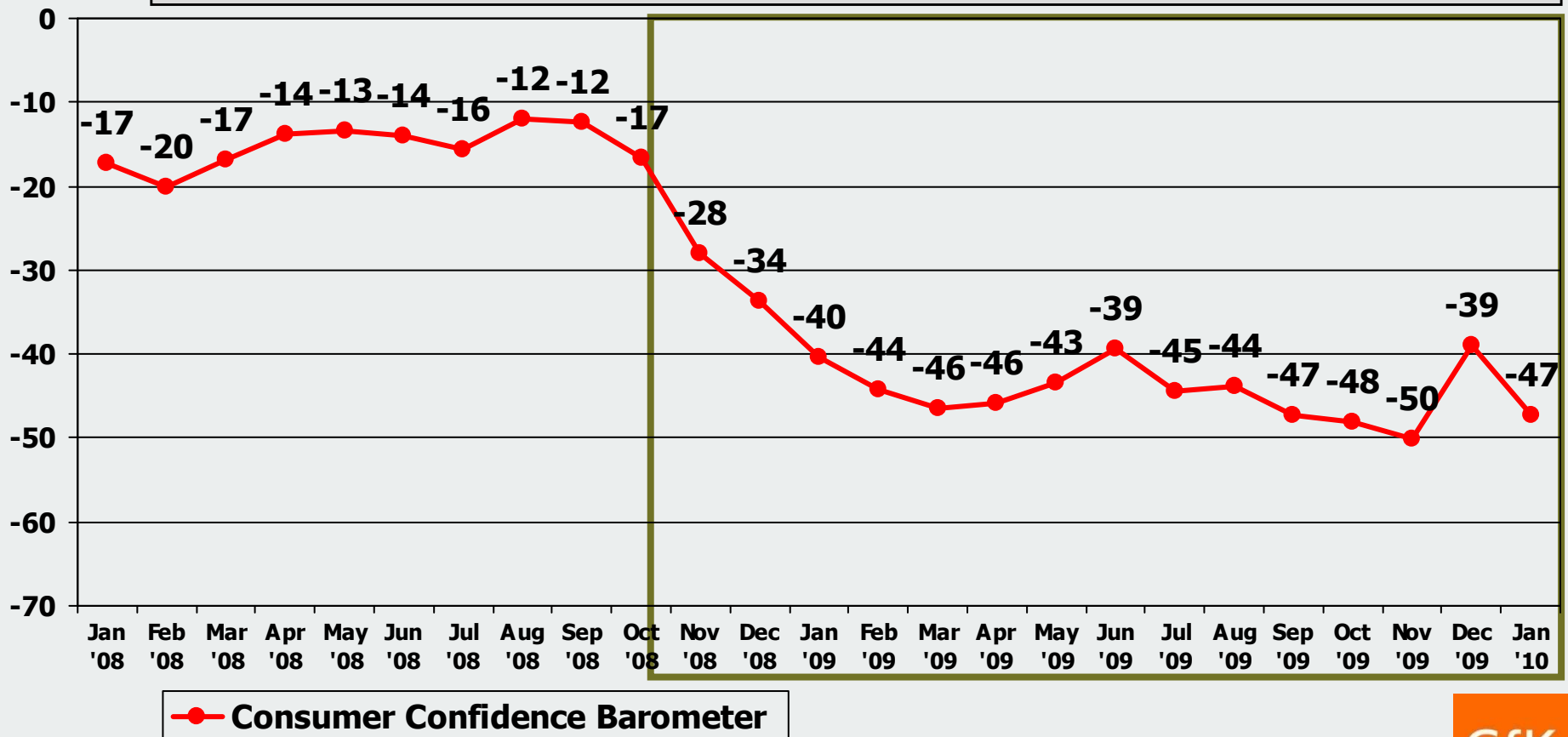
- **Searched for methods to sustain the in-home consumption**

- ***Reduced consumption  
(purchased less or cheaper ?)***



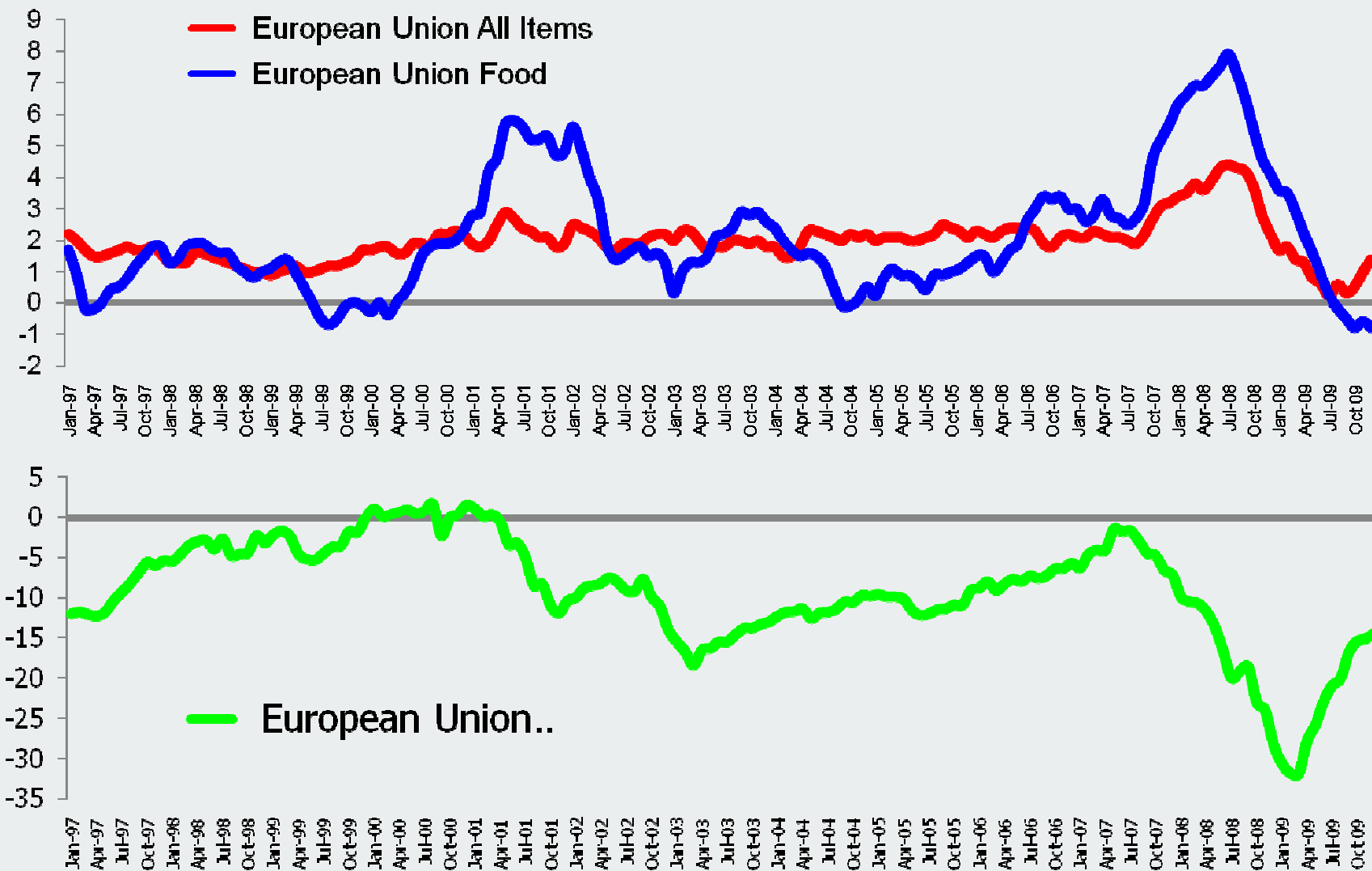
## Romania – Consumer Confidence Indicator stays at the bottom level

Consumer confidence barometer reflects the private consumption and is calculated as an average of the questions: 2 "Expectation regarding the financial situation of the household", 4 "Expectation regarding the general economical situation of Romania", 7 "Unemployment evolution for the next 12 months" and 11 "Possibility to save money within the next 12 months"



Source: GfK Consumer Confidence Barometer

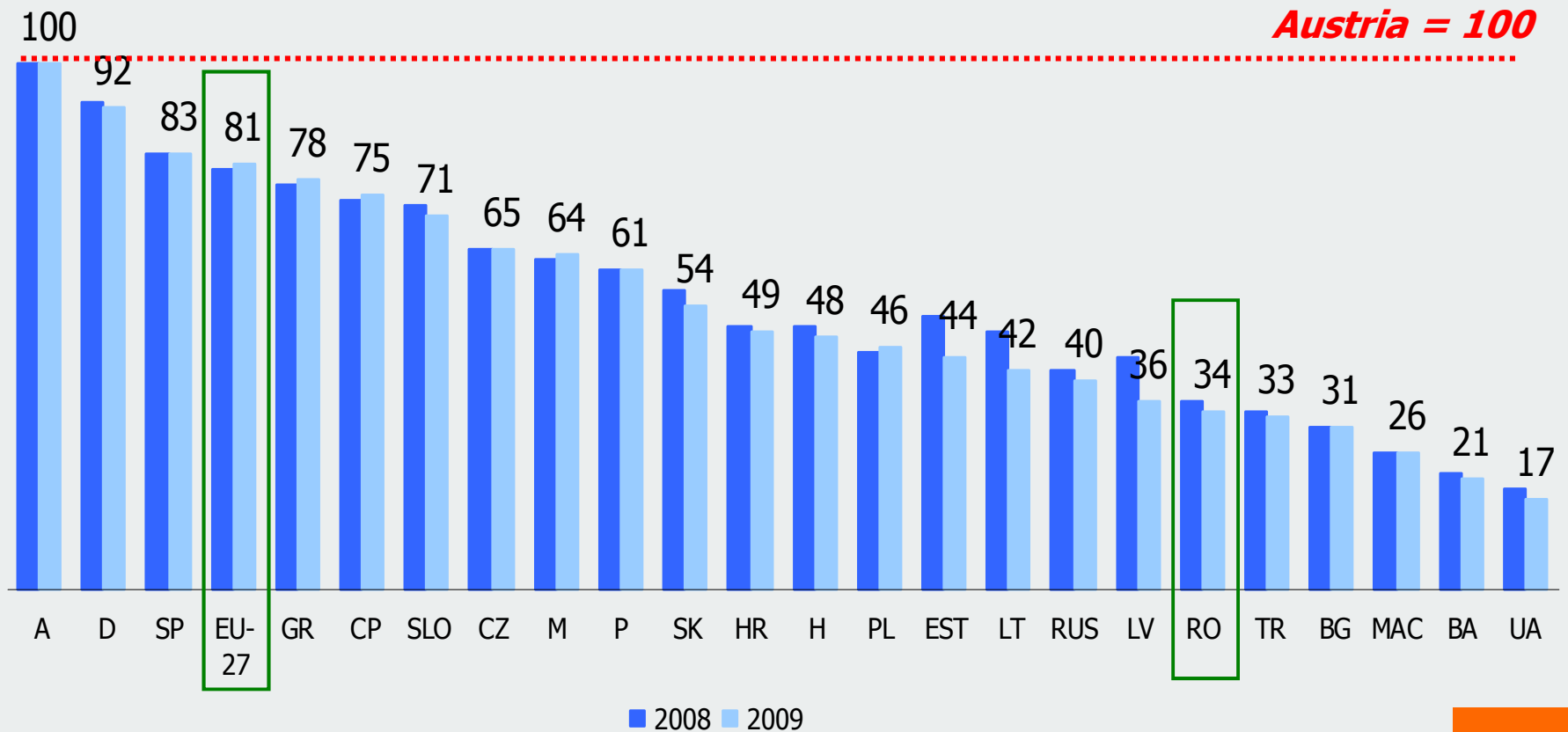
## EU: Inflation is gone and the consumer confidence is back on track



## Purchasing power comparison in Europe

5

### Parity of purchasing power (Austria=100%)



GfK

World wide most of the consumers have been forced to change their behaviour

**84%**  
***of global consumers  
have cut back on  
something this year\****

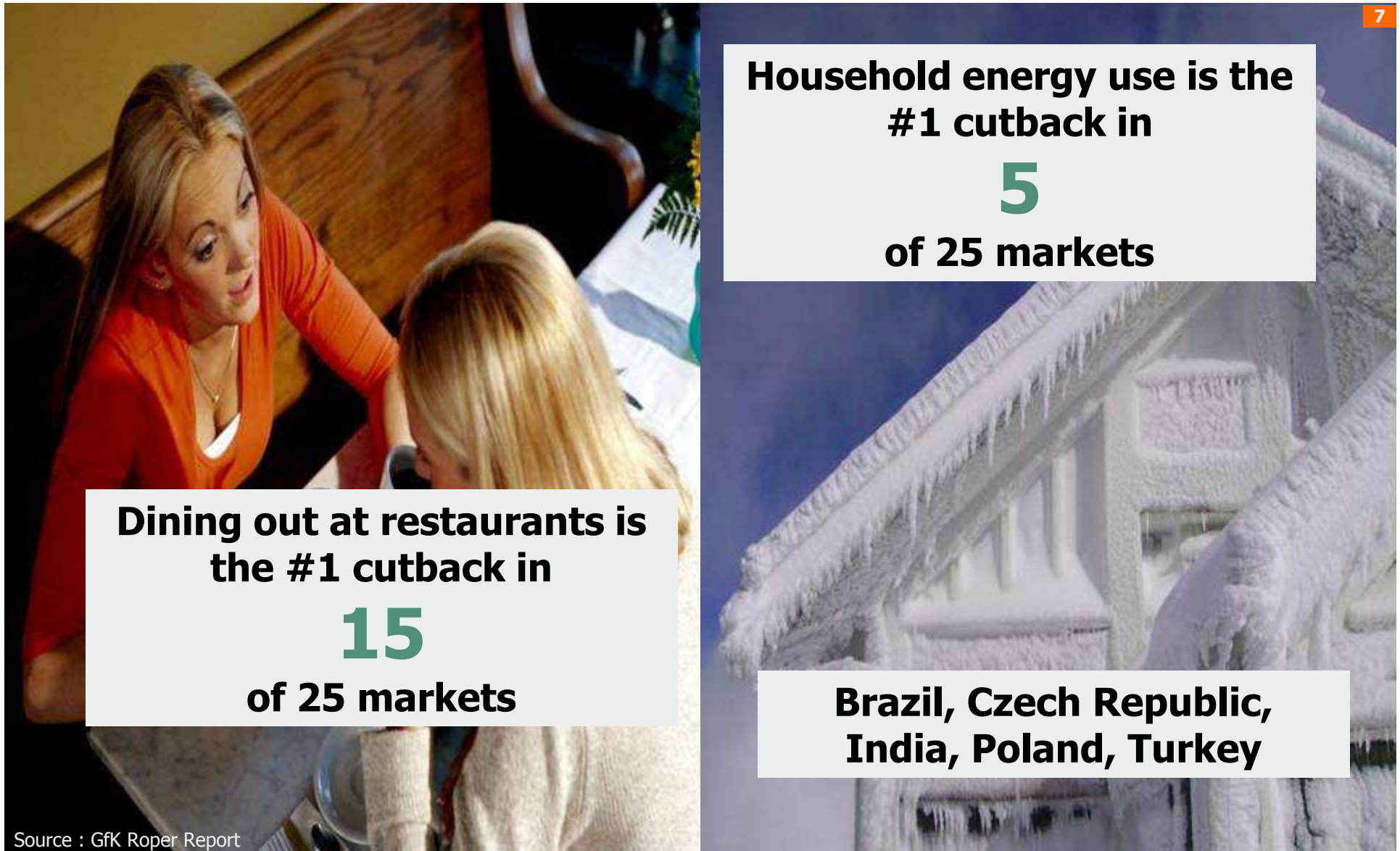
***On average they are  
cutting back on **5**  
items\****

*\* When shown a list of 26 possible cutbacks*

Source : GfK Roper Report



## What did consumers abandon on global level?



**Dining out at restaurants is  
the #1 cutback in**

**15**

**of 25 markets**

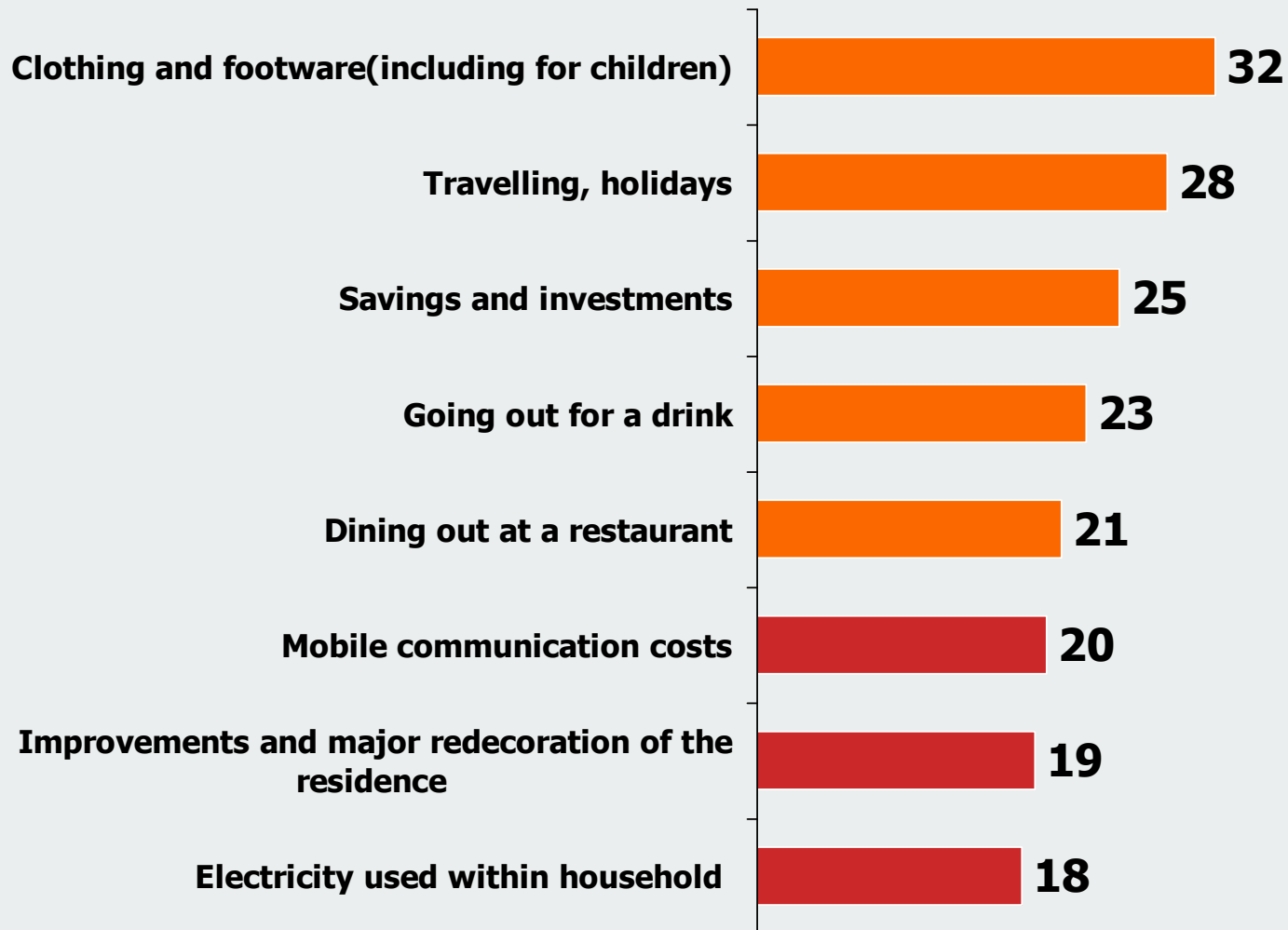
**Household energy use is the  
#1 cutback in**

**5**

**of 25 markets**

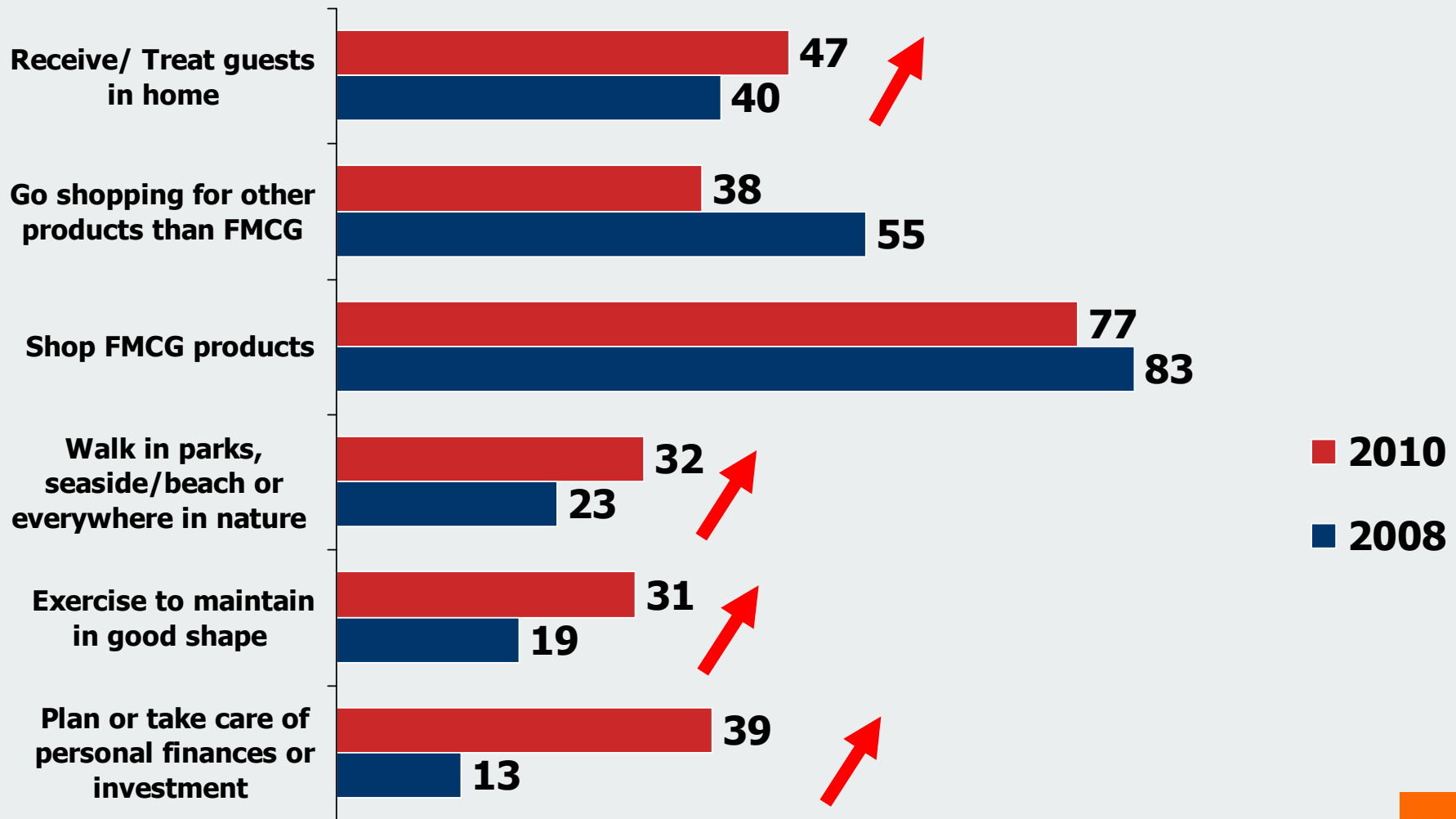
**Brazil, Czech Republic,  
India, Poland, Turkey**

## What did Romanian consumers cut back during the last 12 months?



Q: Which are the activities or purchases you cut back on during the last 12 months? (%)  
Source: GfK Roper Report, 2010

## More Romanians spent their time socializing at home

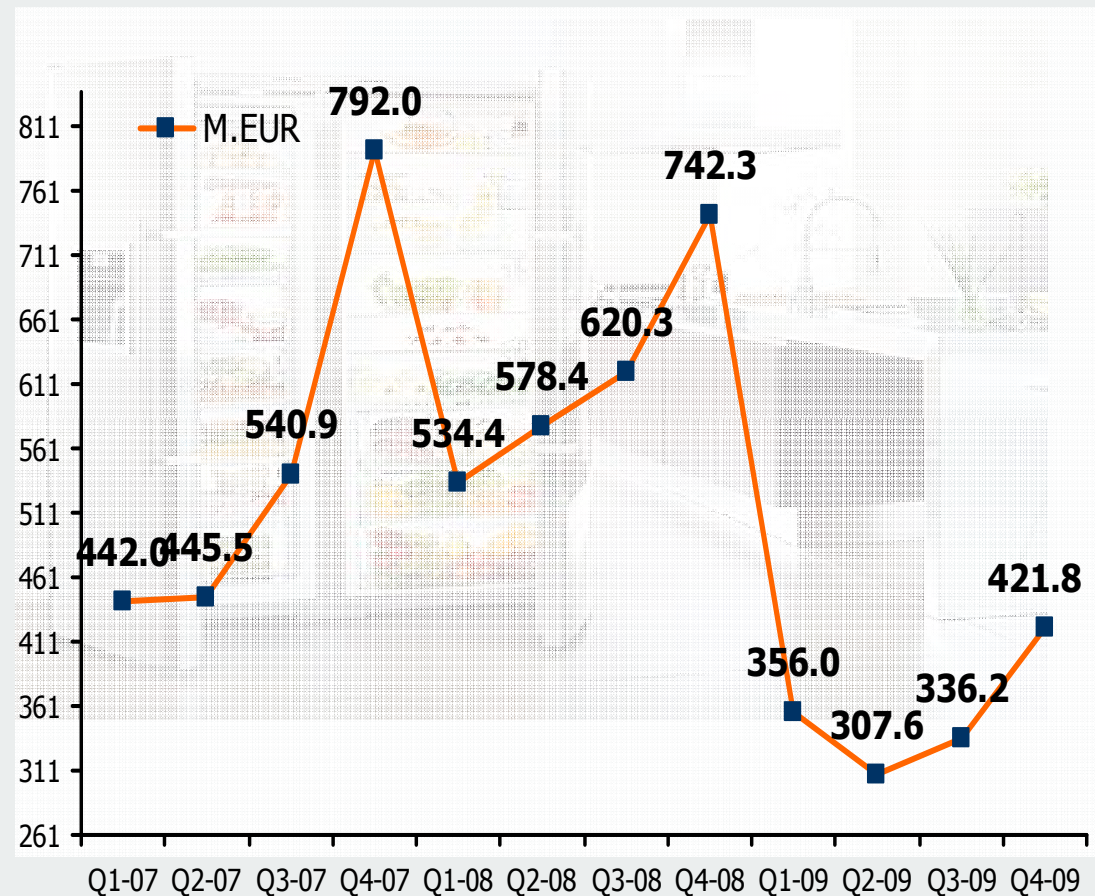


Q: % of persons that carry on the activity at least once a week  
Source: GfK Roper Report, 2010

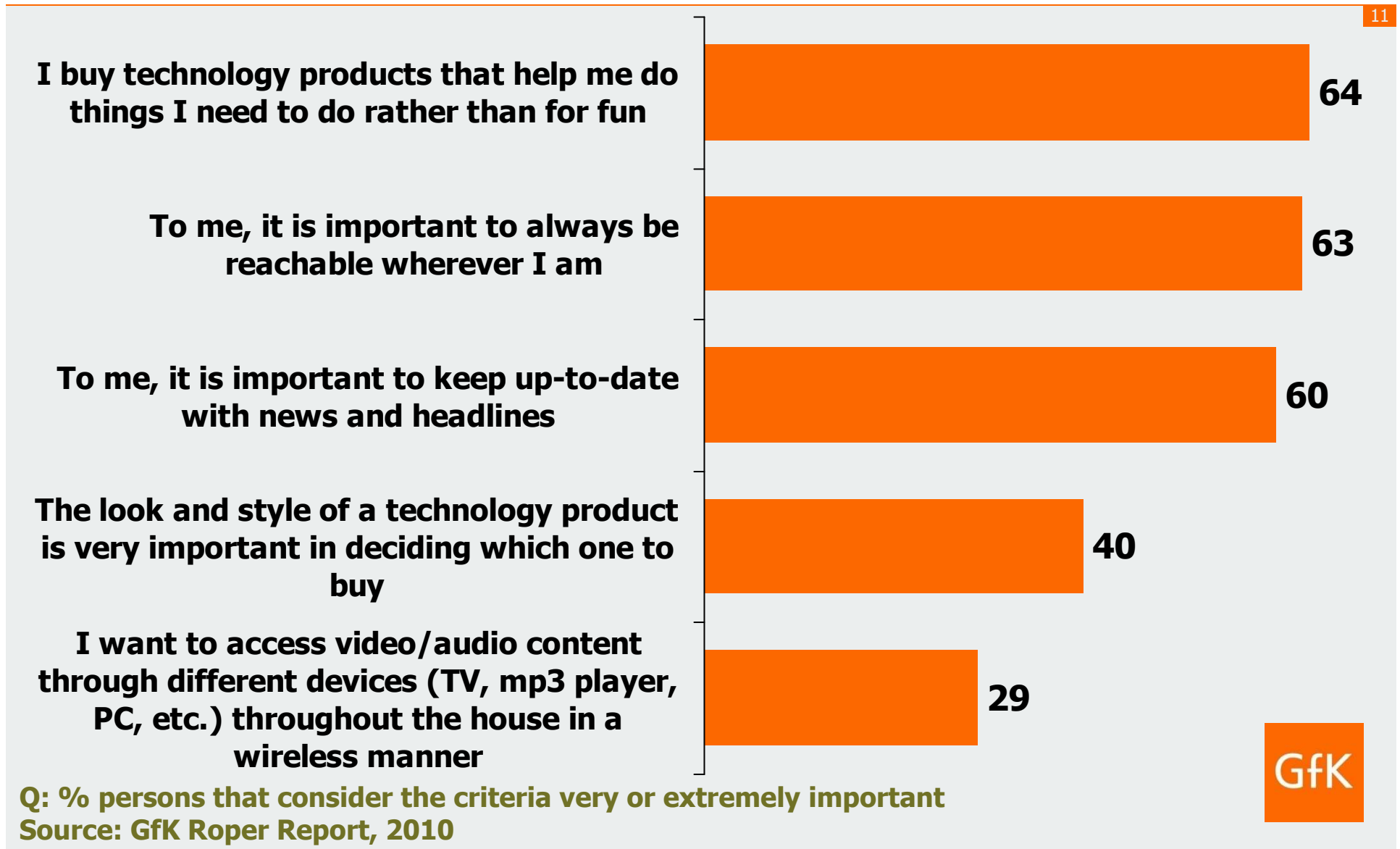
## How did the consumer react in front of the crisis?

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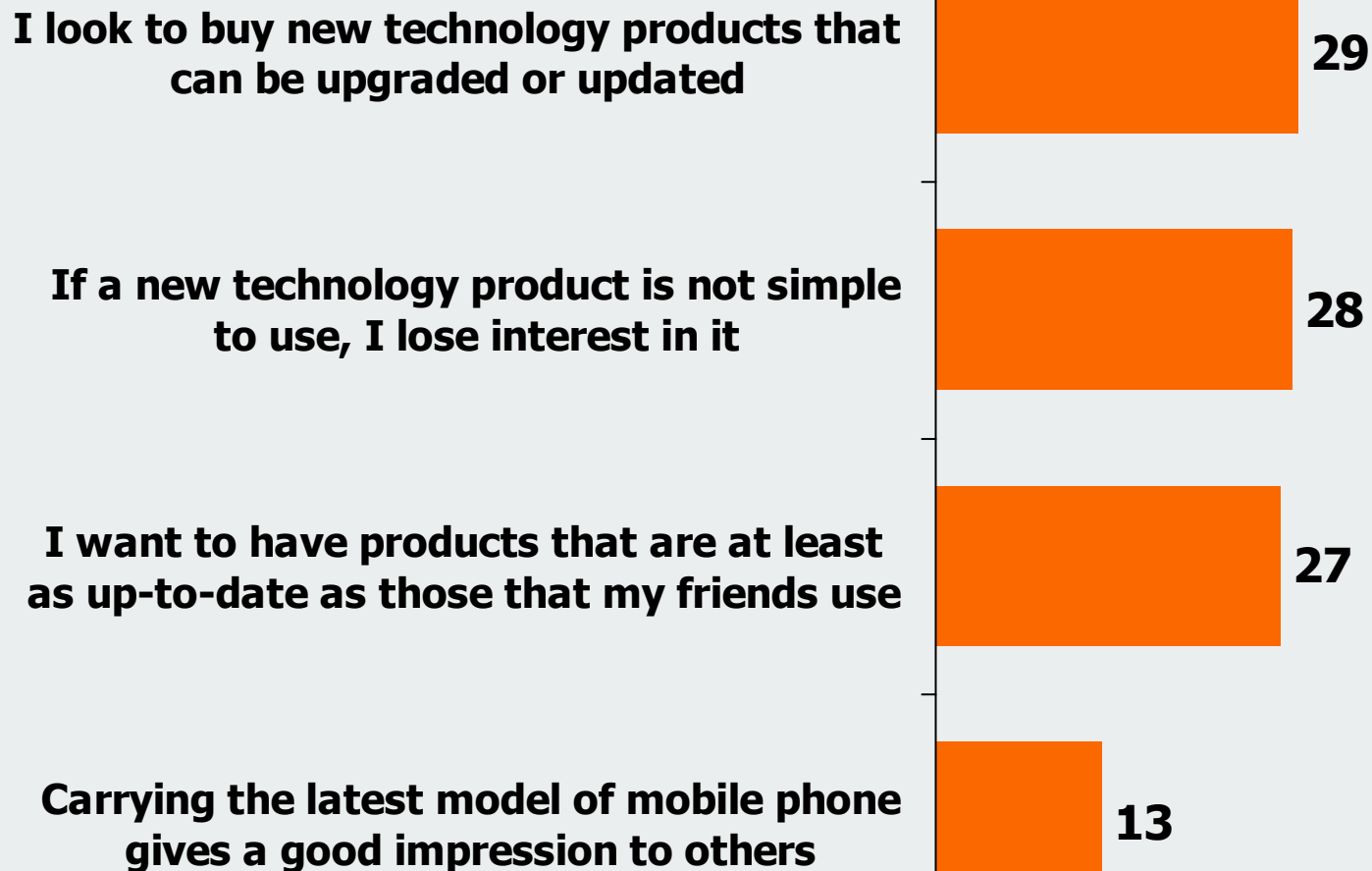
	2009 VS 2008 +/-%
<b>Consumer Electronics (CE)</b>	<b>-42.2%</b>
<b>Photo (PH)</b>	<b>-45.4%</b>
<b>Major Domestic Appliances(MDA)</b>	<b>-37.3%</b>
<b>Small Domestic Appliances (SDA)</b>	<b>-23.6%</b>
<b>Information Technology (IT)</b>	<b>-51.6%</b>
<b>Telecommunication (TC)</b>	<b>-30.1%</b>
<b>Office Equipment &amp; Consumables (OE)</b>	<b>-53.8%</b>
<b>GfK TEMAX® Romania</b>	<b>-42.6%</b>



## 2010: important attitudes towards technology and tech products



## 2010: important attitudes towards technology and tech products



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Q: % persons that consider the criteria very or extremely important  
Source: GfK Roper Report, 2010

## What about anti-crisis marketing?

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- **“Back to the basics”**
- **Consumers are not willing to take risks**
- **Innovations – best period! (anti-cyclical marketing)**
- **Crisis will pass, the effects will remain**





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Thank you for your attention!