

Trends of 2023 and their **LOCAL** expression





LOCAL CONTEXT & METHODOLOGY

CHANGES

CONTEXTUAL

lockdown regulations impact
post-pandemic changes
increasing inflation
Ukraine-Russia war

PSHYCOLOGICAL

the long term effects of recession,
constant state of panic, stress, alert
emotional roller coaster

**Coping
strategies &
Emerging
trends**

leading to ● ● ●

About this consumer trends report:

It combines different sources of information to paint an insightful snapshot of 5 mega-trends of 2023 and their local expression:

- real life observation and desk research
- ISRA Qualitative & Quantitative studies
- ISRA in-house studies (Big & Medium Urban)
- IRIS network global knowledge on trends



Increasing local
relevance*



**Traditional
reinterpreted**



**Mindful
Shopping****



Nesting



**Care for
others**



**Body as a
temple**



Digitalization

Trends frame work

consumers expectations

- to have fast access to healthier, fresher and more natural, of local origin products
- to encourage the local producers and to provide them a competitive advantage vs. KIA and importers
- to enjoy a savory taste experience
- to benefit from customized, limited series products and to experience a more personal touch



**Traditional
reinterpreted**

behavior

- buying fresh fruits & vegetables from local farmers market instead of supermarkets and choosing local brands vs. international ones
- choosing Romanian destinations for holidays
- showing nostalgia for childhood places & traditions and promoting them among friends; reviving traditional dishes
- buying clothes & accessories from Romanian designers & artisans



Romanian local food brands & locally customized private labels of hypermarkets



Small grocery shops and farmer's markets*

Traditional reinterpreted

83% of consumers try as much as possible to choose food produced in Romania*



online websites with traditional Romanian products from small local producers



niche emerging trend, for higher educated & income urban target



We have chosen these products because:

- they represent the trend: talk about consumers orientation towards natural, unprocessed products and their wish to sustain small local business instead of KIA



<Romanian Designers' Gallery>:
mall dedicated exclusively to
Romanian designers



Romanian fashion & accessories brands which reinterpret
folk details in a modern way – niche trend for younger target



**Traditional
reinterpreted**



Events related to traditions & craftsmanship, handmade products trade.
Vacations spent in rural locations like small traditional villages in order to reconnect with the ancestors legacy.

We have chosen these products because:

- they represent the trend: express the need to endorse local producers and the belonging to community feel
- are original, new and they are starting to spread especially among young consumers

consumers expectations

- to get the best quality-price ratio
- to find alternatives with same quality at a more convenient price, in the context of the economical crisis
- to optimize the budget in order to save money or redirect money to other purposes (e.g. bills, vacation, savings)

behavior

- switching from manufacturer's brands to private labels
- planned shopping trips to supermarkets/ hypermarkets, avoiding proximity stores; visiting discount stores more often
- shopping list true, only essentials, no impulse shopping
- walking to the store or mixing shopping trips with other activities (e.g. going to gym) to minimize gas consumption
- careful planning of more expensive buyings (e.g. gadgets, home appliances): monitoring and comparing prices



**Mindful
Shopping**

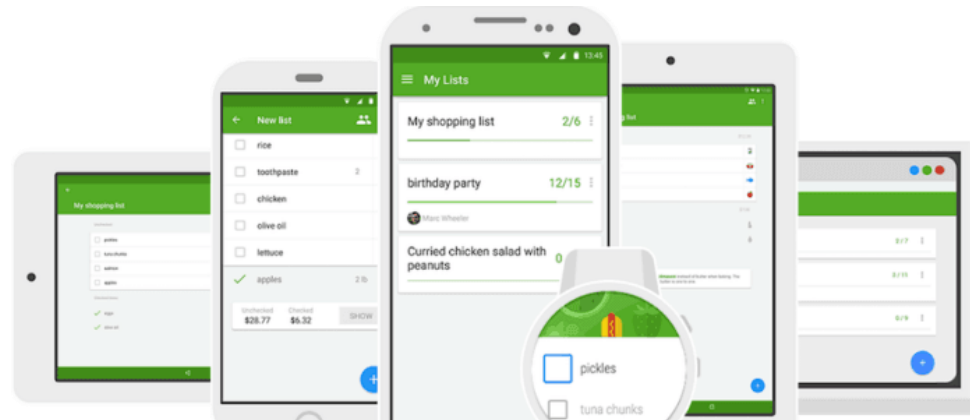


Mindful Shopping

75% of consumers have changed their buying behavior in the sense of a more thoughtful shopping*.



Cosmetics & dairies private labels who have gained consumers' trust in the past two years and in some cases replaced manufacturer's brands in consumers' usage habits



Shopping List App for an accurate track and control of the shopped articles



Discounter stores that have expanded the numbers of stores and become more popular

We have chosen these examples because:

- they represent the trend: talk about spending wisely, saving money and is an emergent trend after some years marked by consumerism and an appetite for affordable luxury brands.

consumers expectations

- to have a safe space for relaxing and escaping daily rush and enjoying time with the loved ones
- to turn the home into a micro universe, for various activities in well defined areas of the house
- to create an inviting and warm place where to hang out with friends
- to have a “playground” for their hobbies and new experiences
- to reflect their personality through house decoration

behavior

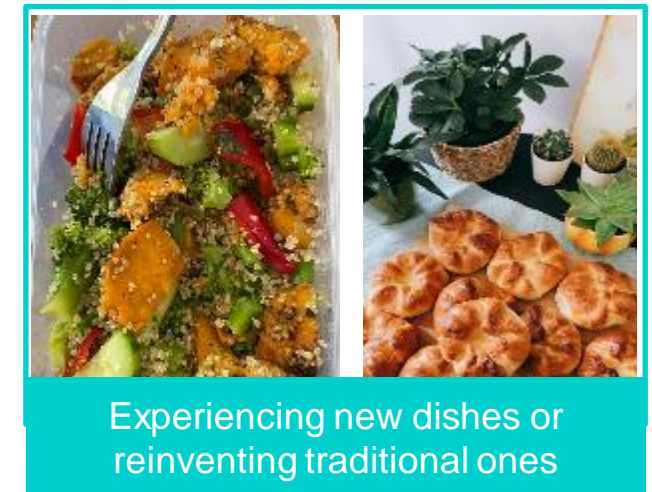
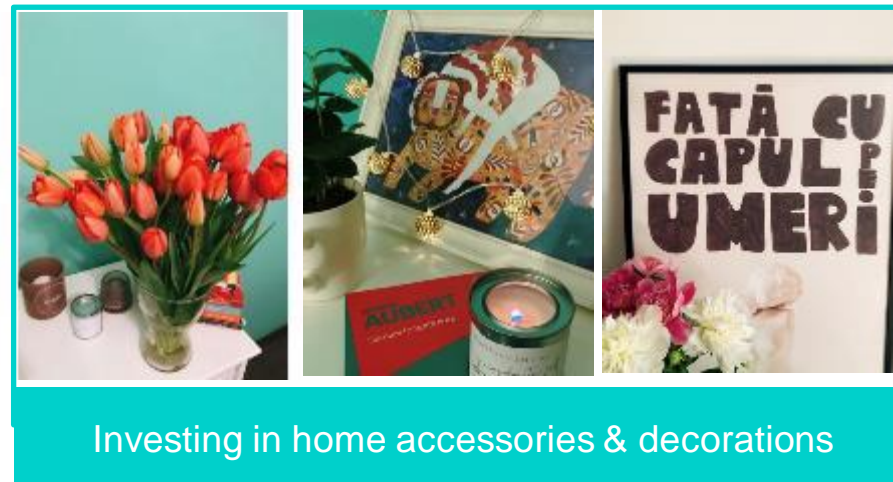
- spending more time at home vs. pre-pandemic, for both work & leisure
- organizing the house in areas dedicated to each activity: work/ office/ library, gym, relaxation, reading, cooking, receiving guests, “green” corner
- buying home items and decorations out of pleasure, not necessity
- cooking and experiencing new, exotic recipes or reinventing traditional
- hobbies around the house: painting, doing puzzles, Netflix&chill, board games, console games, playing with kids



Nesting



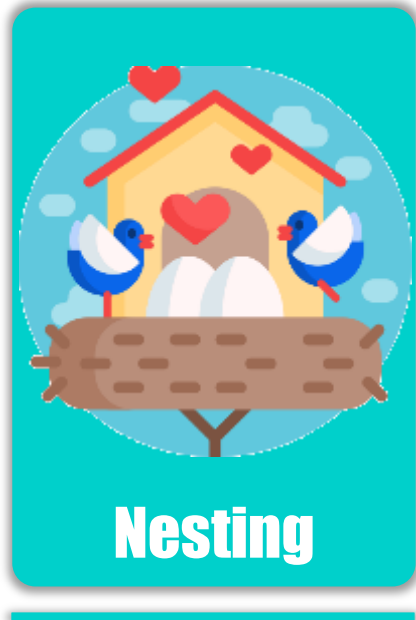
88% of consumers enjoy spending time at home, while **83%** like buying home accessories.**



We have chosen these examples because:

- they represent the trend: show the special care and attention people pay to their homes, the variety of activities they perform at home and the creativity they show when it comes to in-home activities

**input from ISRA Qualitative ethnographic study; photos uploaded by consumers*
 ** ISRA Quantitative Research, January 2023



<At home we can be ourselves>

<https://www.youtube.com/watch?v=b-i4I9ic7BI>



#Pepcoinspiration: contest where consumers are invited to upload design ideas using Pepco products

Florile Cezarei



Workshop with local florist and influencer about making autumn home decorations



32 aprecieri

anca.maria.stefanescu Hello, Hello... mâine 16. Sep
o sa ne găsiți la niște super wo... mai mult

Instagram: florile.cezareii



Storia.ro <BINISTE, a new way to fall in love with your house>.

"BINISTE" < create a cozy, comfortable, safe atmosphere at home>



We have chosen these examples because:

- they represent the trend: as they envision the care for one's home and the home as center of our Universe
- they are new and emerging, after years in which the home was perceived more like a place of rest and isolation



Nesting

Private chefs services at home

 www.chefsfromania.ro

<https://www.societegourmet.ro/corporate/private-chef-bucatar-acasa/>

Home Theater services: solutions & consultants

We have chosen these services because:

- they represent the trend: talk about moving activities at home and enjoying special experiences next to dear ones
- they are new, original and emerging as a consequence of COVID-19 pandemics who moved the center of interest towards home

consumers expectations

- to lend a hand to those in need as a compensation for the world's injustice
- to pamper and reward the loved ones
- to show and receive love and affection
- to have a certain feeling of control in unpredictable times

behavior

- recurrent donations via text messages for social causes, funds raising for victims of war, poverty or natural disasters
- recurrent blood donation
- redirecting 3.5% of the income tax to a social foundation (as the law grants this possibility)
- getting pets and treating them like family members (e.g. providing premium care, traveling with them in vacations)
- surprising the dear ones with small gifts or gestures



**Care for
others**



Care for others

75% of consumers own at least one pet and 87% of pet owners invest in premium products for their pets*.



Pet friendly HORECA - Coffee shops, restaurants & guesthouse



Public playgrounds, hotels, food and accessories shops and groomers for pets



Adoptions events, rescue, protection & sterilization campaigns initiated by animals welfare NGOs (Kola Kariola, Hope, Homeless Animals Hospital). The most important and effective step in animals welfare is the establishment of Animal Police.

*ISRA Quantitative Research, January 2023



Care for others



UKRAINE SUPPORT

- ❖ fundraising cultural events & concerts (WE ARE ONE)
- ❖ private initiatives of Romanian: hosting refugees, provide transportations and purchase essential goods
- ❖ medical and psychological support, facilitate access to education and jobs and integrate them in social life
- ❖ online platforms: Refugees.ro, [Impreuna ajutam mai mult](https://Impreunaajutammai.mult.ro), [Platforma Dopomoha.ro](https://PlatformaDopomoha.ro), [Asociatia Zi de Bine](https://AsociatiaZideBine.ro), jobs4ukr.com, [Reteaua REGINA MARIA](https://ReteauaREGINAMARIA.ro)



Fundraising campaigns: Magic Home (“Scaunul”), Asociația Daruiește Viața (1st Oncologic Hospital for Children, support for healthcare workers during Covid-19 pandemics).

Awareness campaigns: Anti Bullying Awareness Campaign (Kaufland & Crucea Rosie), Blood Donation (Romania are sange de rocker – Rock FM radio, Untold), initiative on preventing early school drop out (Emag), environmental awareness campaigns (WWF, Ecotic)

CARE FOR FAMILY AND FRIENDS



Care for
others



Reconnecting with family, social gatherings with friends & colleagues. Indoor and outdoor activities.



Surprises for dear ones: trips, a small gift (flowers, sweets), an invite to a dinner, concert, a birthday party or an unexpected visit

We have chosen these examples because:

- these are the “hottest “ social issues with the biggest impact among the civil society
- show gratitude to your family and friends

consumers expectations

- to stay healthy and in shape for a long period of time
- to have the necessary energy and state of mind to cope with daily activities
- to pamper oneself in a mindful, guilty-free way
- to relieve stress and improve state of mind



**Body as a
temple**

behavior

- consuming supplements for immunity boost, vitamins for energy, minerals, supplements for a good night sleep
- buying bio/ eco foods, as unprocessed as possible
- cooking healthy, but savory dishes at home, instead of ordering or eating out
- buying natural cosmetics brands or paying more attention to products' ingredients



Body as a temple

75% of consumers try to eat as little processed food as possible, while **68%** buy organic products*.



A Balanced diet

Functional foods, which in addition to their nutritional function also provide extra benefits, either by adding extra ingredients: proteins, pro-biotics, vitamins or by delivering a reduced content of ingredients perceived as less healthy: salt, lactose, gluten, carbohydrates



Guilty free pampering & pleasure:

low calories foods with natural ingredients and without or less added sugar

Fresh, wholesome and tasty homemade meals:

clean eating, control over the ingredients, more safe and healthy choices



**Body as a
temple**



Immunity & energy boost from nature

Plant based with healing properties on the entire body with invigorating, refreshing, tonic or regenerating effect. Raw shots (Urban Monkey), Kombucha, vegan (Vacaju), protein shakes (My protein) and homemade juice with: turmeric, nutmeg, ginger, lemon etc.

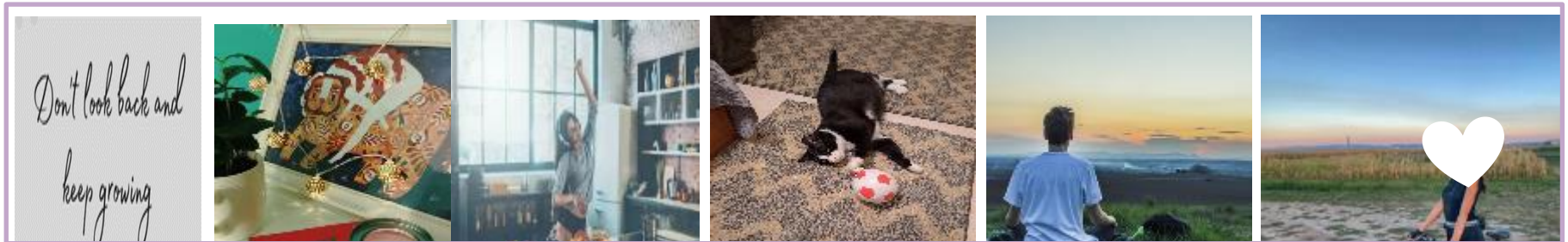


Comfortable and easy sleep & cocooning

Breathing exercises, channeling thoughts, relaxing, calming, a therapeutic moment before go to sleep. Cozy atmosphere with a cup of hot herbal tea (traditional and Asian origin) for the end of the day.



Body as a temple



Reconnecting with your mind & body

Sleep well, yoga, fitness, meditation, nature walks, listen music & podcasts, dancing, play with pets.



Relieve stress, have fun & improve state of mind

Hobbies like chilling, cooking, playing boardgames, crafting, reading photographing, travelling

We have chosen these examples because:

- they represent the trend: talk about making healthier decisions, to respect yourself in order to improve and enrich your life (emotions, health)
- people are looking for new ways that bring contentment and fulfillment.

consumers expectations

- to use virtual tools to enable self-improvement but also the smart living, in sync with tech evolution

behavior

- using virtual assistants (e.g. mainly Google Assistant, Alexa, Siri) to make life easier
- interacting with devices by means of smartphone (Smart TV mainly)
- using apps that help saving time & effort: food order apps (e.g. Glovo, Tazz, Bolt Food), transportation (e.g. Uber, Bolt, Black Cab), shopping (EMAG, Elefant, Sezamo, Bringo etc), banks apps



Digitalization





Digitalization

83% of consumers interact with their smart TV via their smartphone, while **76%** use food delivery apps at least once every few months.



Smart Home – smart connected device

Devices which you then access through apps on your smartphone: TV*, central heating



Romanian are more confident to use card & contactless payments, bank app to pay bills or do transactions, mobile shopping/ordering, rent a car/bike, ridesharing. The most widely used: marketplace: eMag, Elephant, food and sharing apps: Glovo, Bolt, Uber; supermarkets apps: Sezamo, Bringo. Wellbeing, diet and health tracking apps: FitnessPal, Eat &Track

We have chosen these examples because they are new and come as a significant change after many years of reluctancy towards digital environment, especially when it comes to money and time management..

THANK YOU!

**Ask us more.
We are always curious!**

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ISRA

