NIQ 2024
Rural Romania

A NIQ CMI survey

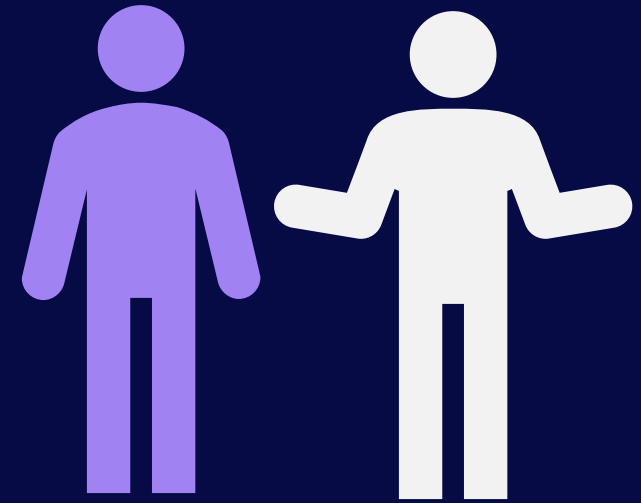Diving into rural consumers shopping behavior

September 2024

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The visible & the invisible consumer

48% of the total Romanian residents* live in rural areas, yet most of the market research is urban representative only…

*According to INSSE (2023), 5 607 862 people aged 18-65 y.o. live in rural localities.

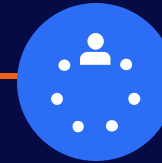… which means that 1/2 Romanian consumers are unknown, untapped

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Research design

INTERVIEW METHOD
Face-to-face interviews in respondents' home

INTERVIEW LENGTH
40 minutes

TARGET AUDIENCE
Men & women, 18-65 y.o.
Decision makers or main influencers on household shopping

GEOGRAPHY
Rural establishments (+20km away from >100K inhabitants cities)

FIELDWORK
Fieldwork run in August 2024

Research objective

Provide a comprehensive overview of the **Rural Environment** and in-depth understanding of the **Rural Consumer**

| Who are the rural consumers?	What can be found in their HH?	What is their shopping behavior?	What is their online shopping behavior?
➤ Lifestyle & values ➤ Attitudes & concerns ➤ Demographics ➤ Consumer segmentation	➤ Electronic products owned and intended for purchase ➤ Banking services	➤ Preferred channels ➤ Frequency of shopping ➤ Average spent and price perception ➤ Promo behavior ➤ Private labels ➤ Attitudes towards shopping ➤ Category shopping behavior ➤ Sources of information	➤ Categories bought in the past 6 months ➤ Online store awareness ➤ Drivers & triggers towards online shopping

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Did you know that the consumers in Rural Romania…

…Have a very high *brand loyalty (80%)* if the brand makes them happy?

…Mostly have as *main shopping channel the modern supermarkets*, like the urban shoppers, even if they visit more frequently the traditional groceries?

… *80% of them own a smartphone* and *1 out of 3 shopped online* in the last year?

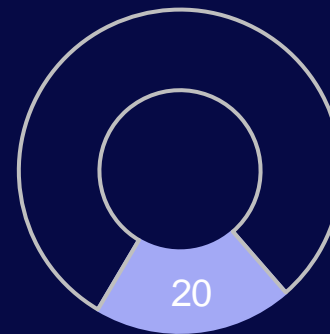- **NIQ identified 5 distinct shopper segments, for which the Rural Romania study can bring you in-depth insights:**
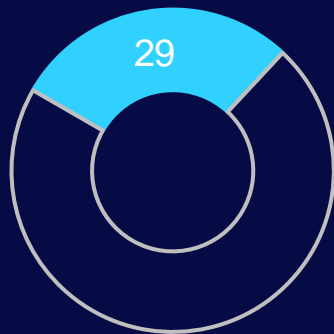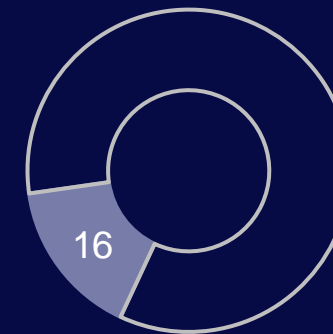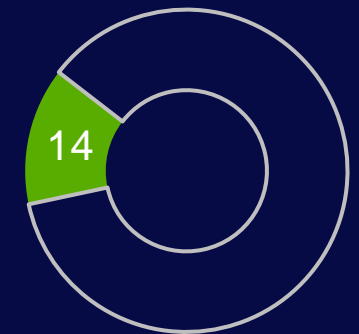
ROOTED GUARDIANS	ASPIRING EXPLORERS	PEACEFUL CARETAKERS	SOCIAL ADVENTURERS	ACTIVE LIFE CREATORS
29	22	20	16	14

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Find out how to activate the *Rural Shoppers* for your brands!

[Radu Voicu](#) is just a click away, with all the answers for you!

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