



Health Habits Nowadays

Overview of the Romanian Health Habits

Old habits die hard!

They know they need a more healthy lifestyle but they don't show an active or obvious behavior towards living more healthily.

48% consider it is important to practice a sport.

62% prefer to walk compared to staying in the house

50% want a quiet job with no stress

69% try to make time for walks.

49% can't stand smoke

PRO HEALTH

CONTRA HEALTH

22%

practice sports on a weekly basis

78%

Watch TV daily & spend in average of 3h in front of it;

16%

go for a daily walk

20%

didn't succeed to quit smoking

50%

work 8h/day or more and have responsibilities in householding

42%

use the computer daily & spend in average 1,5h using it.

21%

said smoking is a pleasure.

Focus on Sport Habits

Romanians prefer to watch or read about sport, instead of actually practicing.

73% admit not doing any sport in the last year

12% pay to attend football matches

1 out of 2 Millennials have done some sport in the last year

4 out of 5 Baby Boomers have done no sport at all

12% played football

8% did aerobic activities

7% played snooker

37% watch football on TV

32% watch gymnastics

20% read about football

10% read about race/motoring/motorcycles or gymnastics

Health Status

Romanians are using self medication, instead of consulting a doctor. General health status is good but it starts to worsen at younger ages.

79%

buy medicines without consulting a doctor or the pharmacist.

52%

take medicines from 1st symptoms

33%

go to the doctor for routine checks

63%

of people with chronic diseases are 44+

17%

have rheumatism

14%

have cardiac affections

12%

have diseases caused by stress and bad diet

58%

have no diseases

Focus on Food Habits

Romanians like to indulge themselves! They seem to be oriented towards healthy foods but in reality they don't always manage to eat or maintain a healthy lifestyle.

63%

say vegetables and fruits are dominant in their diet

58%

try to avoid eating food with too many fats

54%

are willing to pay more for "non-E" products

52% like trying new/exotic dishes

35%

consume products with few possible calories

24%

eat sweets instead of a meal

36%

think it's a trifle to consume only natural products

30%

could not live without sweets

Legumes & Vegetables

1 out of 2 Romanians consume fresh vegetables or fruits daily.

The majority of the Romanians consume fresh veggies or fruits at least 2 times/week.

Preferred fresh fruits

Preferred fresh fruits

Preferred fresh vegetables

Preferred fresh vegetables

How they Eat

A lot of the Romanians are skipping important meals of the day.

59%

can't stay long in a place because there is always something to do.

1 in 3

Romanians are not having dinner in the family,

Skip important meals

52%

breakfast

30%

dinner

50%

lunch

At least monthly

15%

eat fast food at home

12%

eat at the restaurant

18%

eat fast food on the spot

What they Eat & Drink

Meat dominates the Romanian weekly food consumption.

Additionally, processed foods or sweets are also a constant in the weekly menu.

Besides water, almost a quarter of the Romanian drink on a weekly basis soft drinks or beer.

Convenience Food

1 in 3 Romanians eat convenience food like:

Most consumed convenience foods:

Most preferred convenience food for dinner:

ready-to-eat foods

frozen products

meat based

pastry

vegetarian products

pizzas

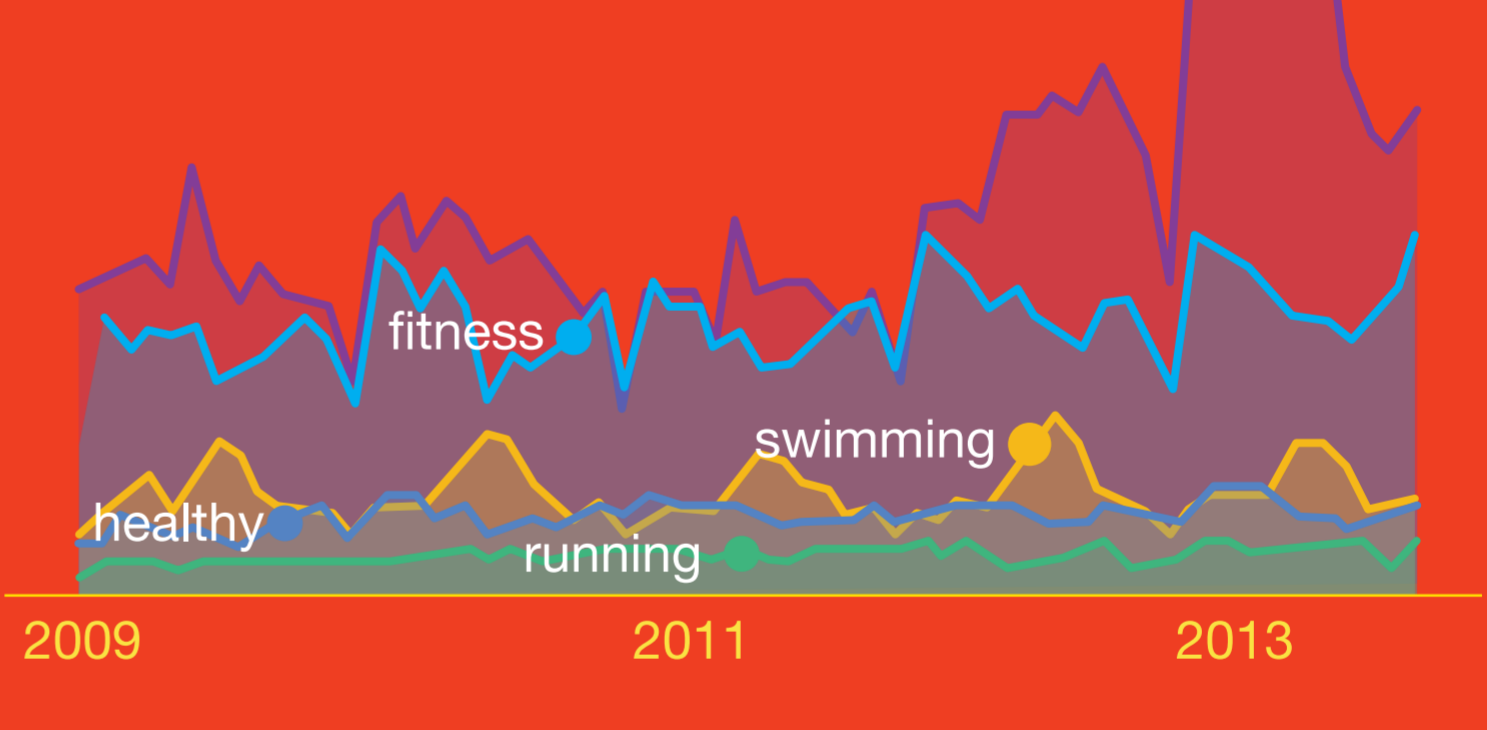
pasta

lasagna

- Chocolate
- Poultry Meat
- Meat Products
- Meat/Vegetable foie gras
- Sandwich
- Tomato Paste
- Margarine
- Flour Paste Ware
- Natural Juice/Nectar
- Plain Yoghurt
- Sour Cream
- "Telemea" Cheese
- Milk
- Mineral Water
- Bottled Beer in the city
- Bottled Beer at home
- Canned Fish
- Carbonated Soft Beverages
- Romanian Pressed Cheese
- Mustard
- Cola Carbonated Beverages
- Non-carbonated Soft Beverages

Health vs. Diets

In the last two years, the search for 'diets' has increased and overpassed the search for words related to health or sport. Fitness and swimming are among the most researched sports.



Emerging Trends on the Romanian Market

Raw Food

Backed up by the desire to live a healthier life in a more and more agitated environment and the desire to go back to basics, the raw diet is a philosophy that was embraced by a numerous public figures also in Romania.

245,000 Google results when searching for Raw food

11 stars

11 restaurants or catering firms that focus on Raw Food in Bucharest.

206,000 Google results for Raw recipes

Andreea Raicu, Ligia Pop, Andi Moisescu, Cristina Cioran, Gabriela Carstea, Olivia Steer, Claudia Pavel

Bio Products

An important move for the health seekers that want to avoid products made from animals or vegetables raised in not very good conditions.

It continues to be a luxury for most of the population mainly due to its expensive price. For part of them eating bio products brings no obvious advantages.

267,000 Google Romanian results for bio food

1,370,000 Google results for bio cosmetics

Many online shops for bio food: biomania, biobunatati, obio, pukkafood, alegebio etc.

Many online shops: organik, bio-cosmetics, organic-baby, biomonde etc.

Home Made Food

Can be healthy or less healthy depending on the food, but it is definitely better than fast food and makes one remember family times.

Even so, this trends seems to be increasing for more specialized foods like sweets, rather than for general ones.

It is also a fresh concept approached by modern coffee shops or teahouses.

1,420,000 Google Romanian results for Home made sweets

373,000 Google results for home made sweets delivery

192 discussions on blogs about home made sweets

Health related Activities

It's a movement that has been attracting mostly younger people.

It is usually an event that promotes a healthy lifestyle via sport and that generates a lot of buzz because it is presented as a social event.

150 participants Skirt Bike 2010 Bucharest

249 people run for HOSPICE Casa Sperantei Run - Brasov

6000 people run Bucharest International Half-Marathon 2013, out of which 1500 were children

2000 participants Skirt Bike 2013 8 major Romanian cities

Summary

Passive attitude towards diet comes before sport or is in best cases accompanied by sport.

General health behavior React to treat not to prevent!

Romanians are more likely to see or read about sports, then to actually practice them

Romanians like to indulge themselves with food and even if they think they are eating healthy in practice they might eat fast food, meat focused dishes or bad combinations

Despite having a general good health level, the age of chronic diseases occurrence starts to decrease.