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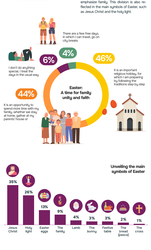
Romanian Easter Traditions & Habits 2025

Discovering Easter: meaning, symbols, and activities

When it comes to the way Romanians perceive Easter, the data reveals a balanced picture between groups. With focus on religious aspects and spiritual practices, while 40% emphasize family time, Easter is reflected in the main activities of people such as Jesus Christ and the holy light.

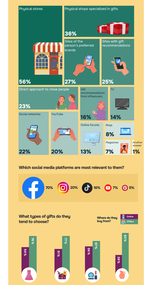


Activities that Romanians engage in during the Easter holidays

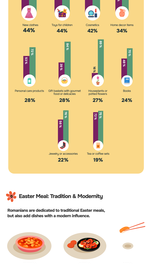
Nevertheless, when it comes to the activities engaged in by Romanians, most focus on family (including extended family) and conservative aspects. In the period, such as cooking and cleaning, while less attention is given to spiritual activities.

What's on Romanians' minds this year?

Romanians prioritize spending time with family, and friends, are actively planned by 61% of the people, followed by church and going for Easter lunch.



Gift Shopping Among Romanians: Preferences and Inspirations



Easter Meal: Tradition & Modernity

Romanians are dedicated to traditional Easter meals, but also add dishes with a modern influence.

83% of Romanians personally take care of preparing the Easter meal, either on their own or with others.

Where are the ingredients purchased from?

Romanians obtain either the ingredients for Easter meals from local markets (including large stores such as hypermarkets and supermarkets), as well as from local markets, farms, or directly from producers, and only that offer a greater variety of products.

Where are the traditional Easter food purchased from?

57% of Romanians state that the Easter meal is prepared by others, whether by family members or by hiring an external chef, in some cases. Only a minority go per vacation.

Embracing local flavors

When we think of traditional Easter dishes, we think of local producers who offer a wide range of products on the market.

84% and sure, Romanians have purchased products from local producers

83% Among Romanians, there is an interest for buying products from local producers this year

The types of stores where Romanians purchase local products

Drivers in choosing local products

Romanians associate local products with higher quality, compared to those available in supermarkets. The main reasons behind the main reason for choosing local over imported products, even though they also buy local goods from those stores. Additionally, they aim to support the local economy.

Price is the main barrier in purchasing local products

DEEP DIVE ON SEGMENTS AT RESEARCH

Segments can be formed based on the perceptions of Romanians and/or their behavior present in the dedicated questionnaire.

Gender | Age | Marital status
Children | Education | Income

*If interested, some of the demographic criteria variable can be merged

MORE INFO

- Easter Survey on PPT
- Easter Consumer Profile depending on lifestyle, values, products or brands purchased, etc.
- Comparative conclusions of the results from 2019 vs. 2021 vs. 2025
- Comparative results for the budget allocations by Romanians or categories of products/services (gifts, food, etc.)

*If interested, some of the demographic criteria variable can be merged

Ask consumer@starcommv.com for details