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DATAiNTELLIGENCE

Asian culture and the Romanian consumer

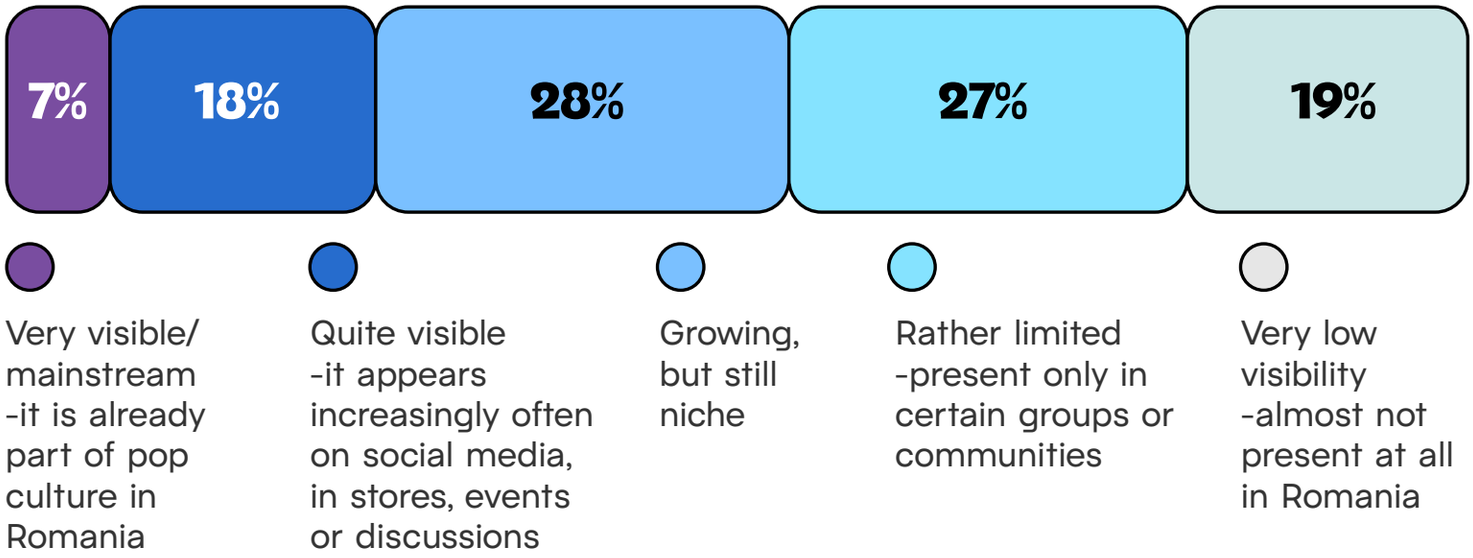
HOW ROMANIAN CONSUMERS CONNECT WITH ASIAN CULTURE

Asian influences in Romania: visibility and growth

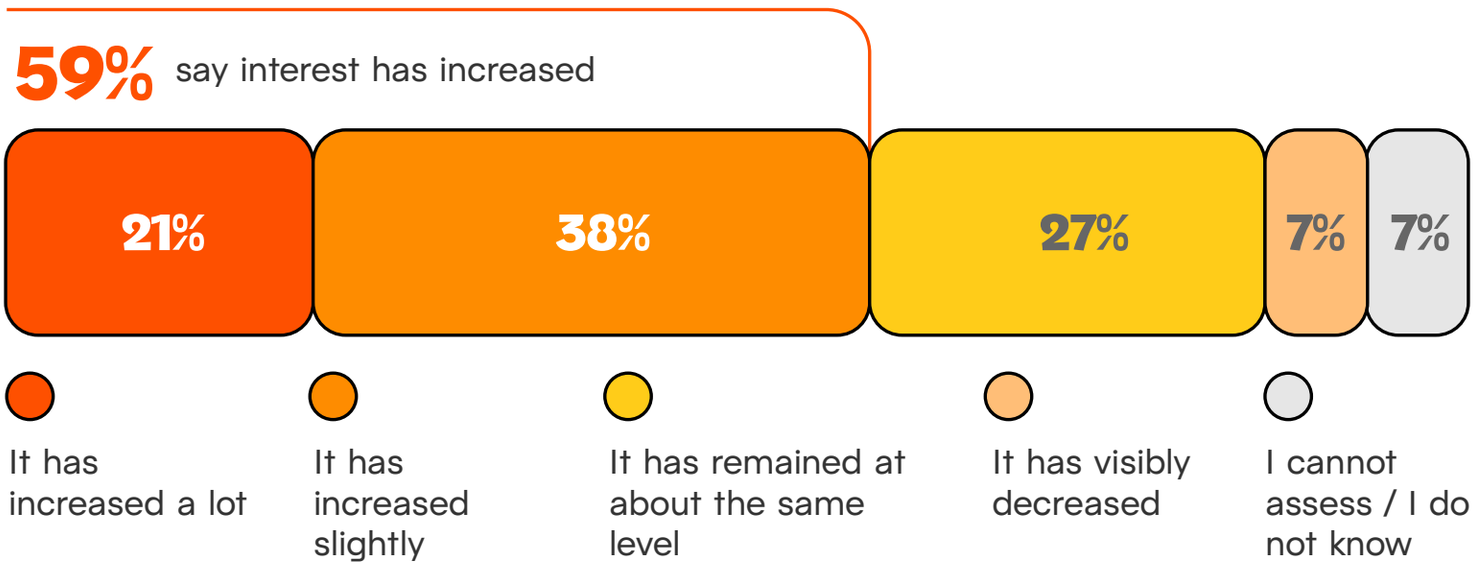
Most consumers perceive growing interest in Asian influences, with gradual growth more common than a sharp rise. Yet many still see these influences as niche or confined to certain communities, and few view them as mainstream. Together, the findings suggest expanding cultural reach without widespread visibility across Romanian society.

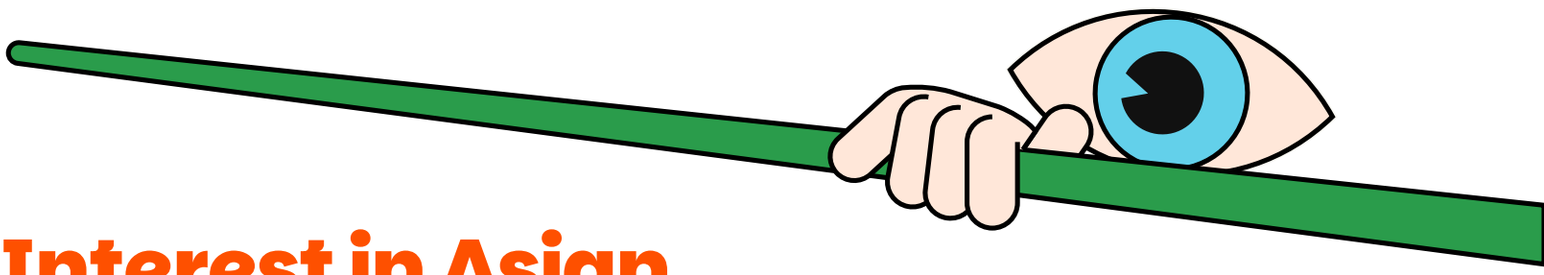
PERCEPTIONS OF ASIAN TRENDS IN ROMANIA

26% say quite or very visible



THE EVOLUTION OF INTEREST IN ASIAN TRENDS

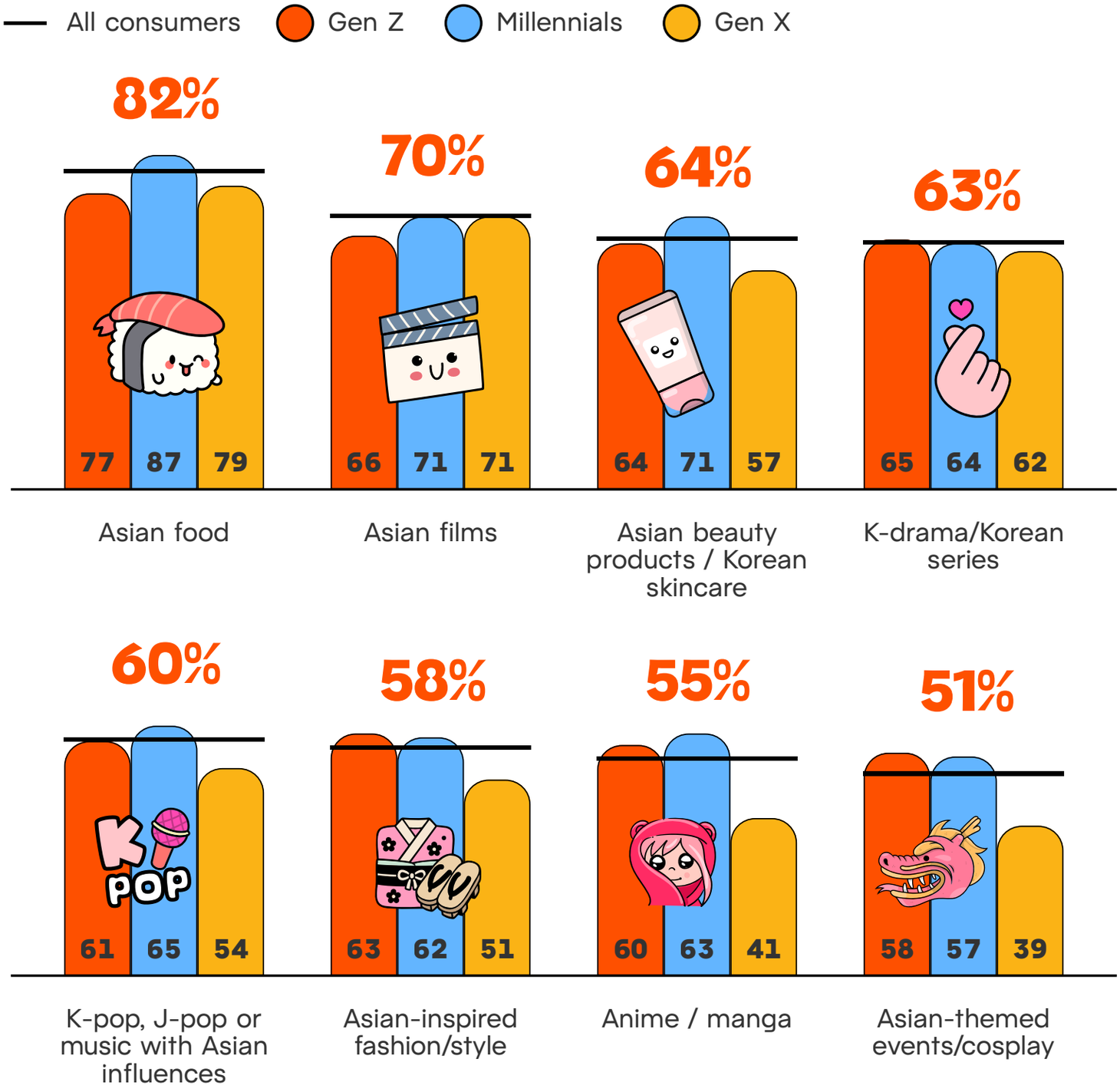


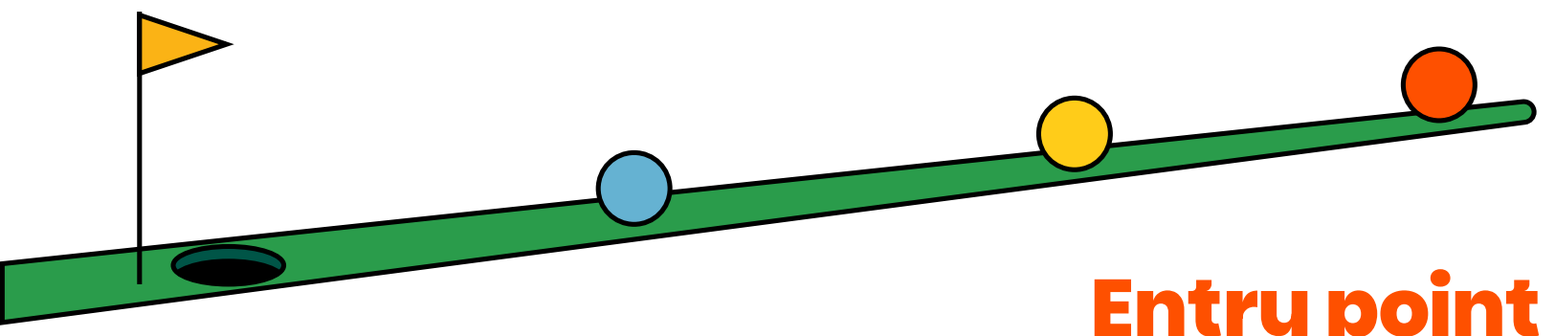


Interest in Asian trends across generations

Asian food attracts the strongest interest across all generations, followed by films overall. Millennials stand out for their interest in food and beauty products. The largest generational gaps concern anime/manga and Asian-themed events, which appeal more to Gen Z and Millennials than to Gen X.

"INTERESTED" AND "VERY INTERESTED" (%)

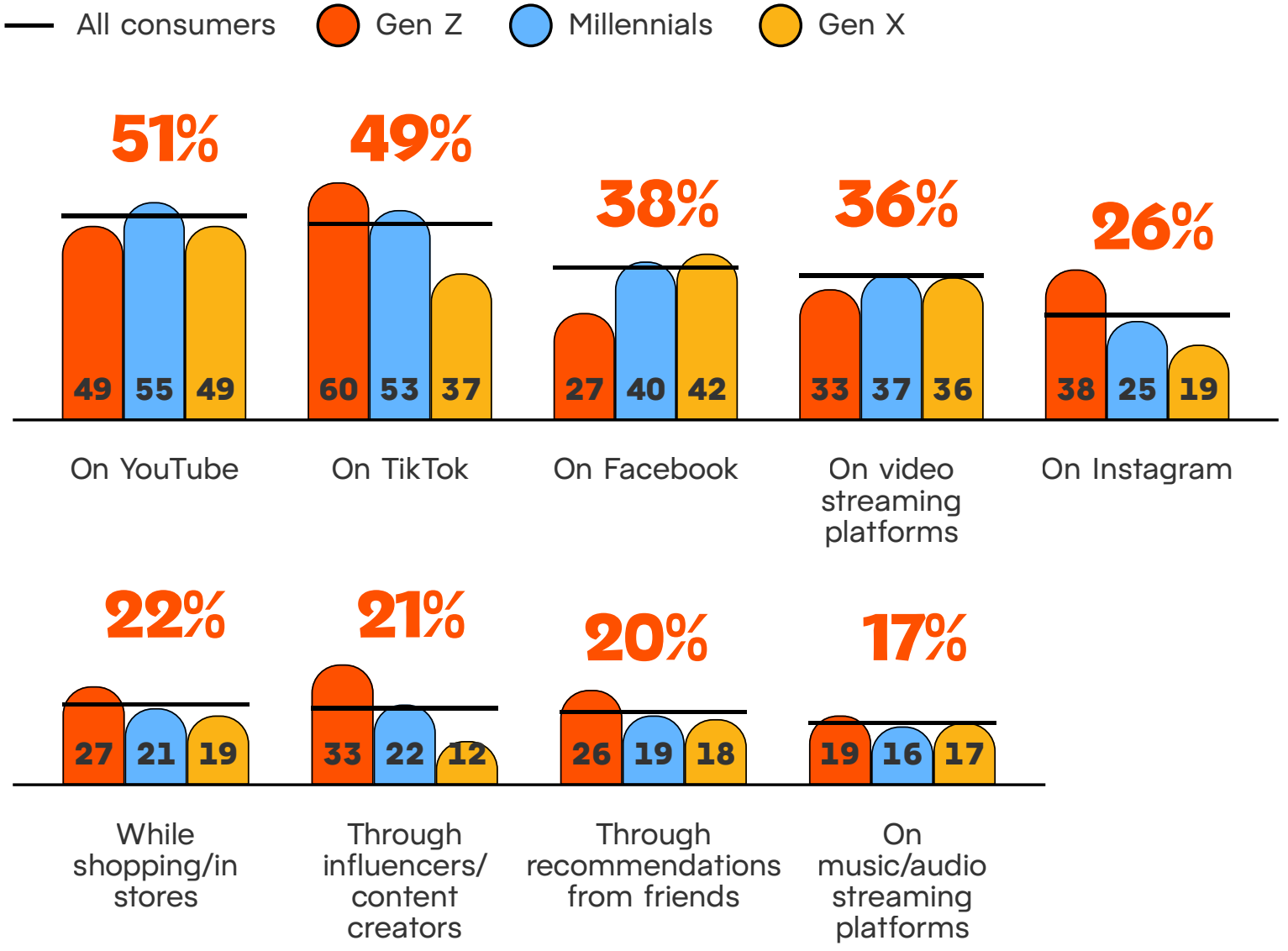




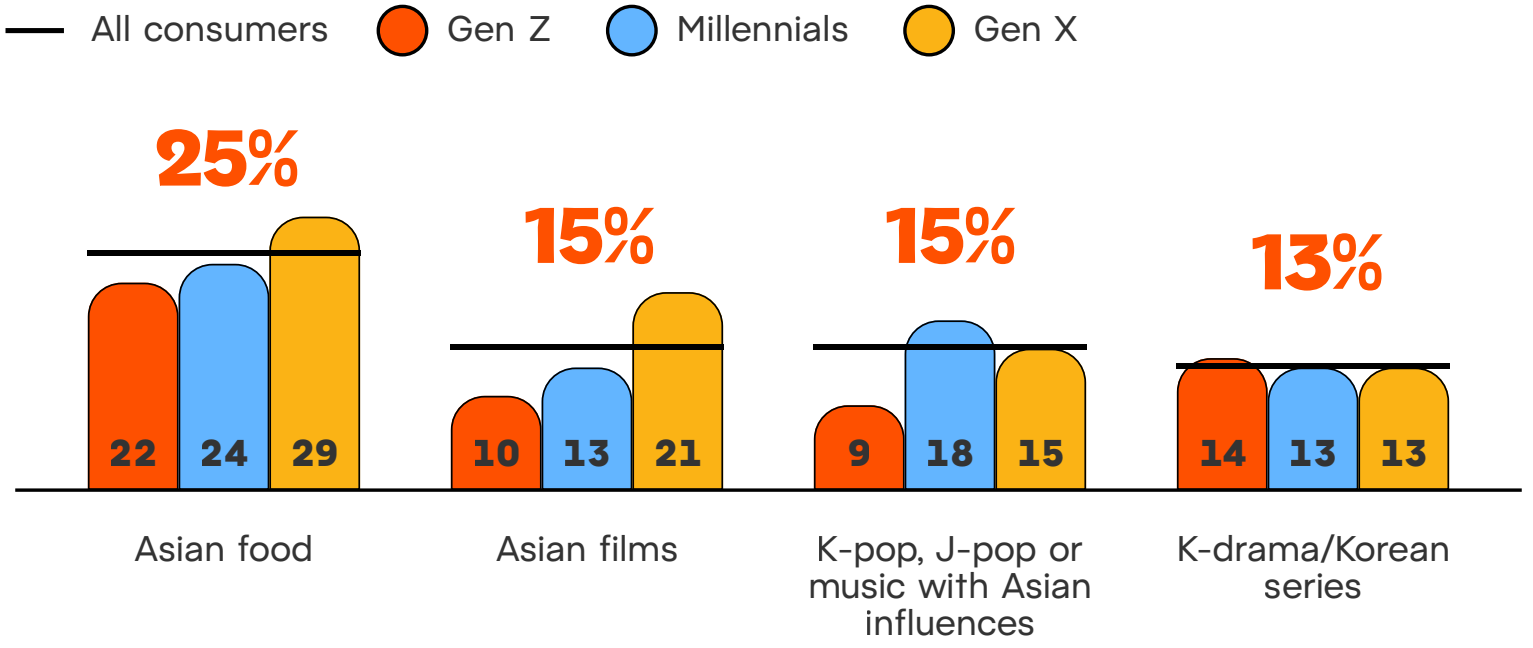
Entry point into the Asian trends universe

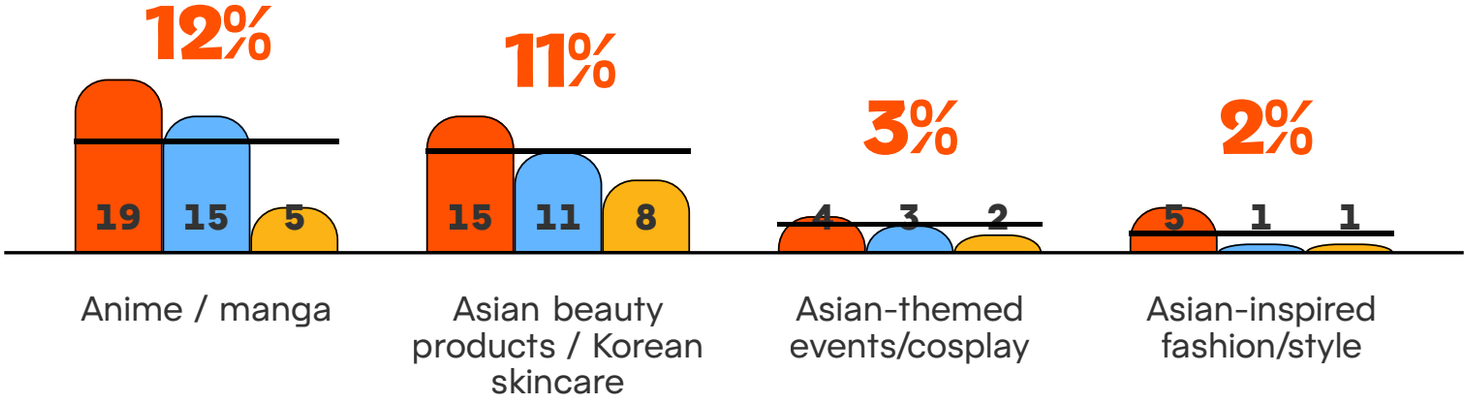
YouTube and TikTok are the main channels through which consumers discover Asian trends, while food is the strongest initial draw. These entry points differ by generation: Gen Z stands out for discovery through TikTok and an initial interest in anime/manga, while Gen X leans more towards YouTube and Facebook for discovery, with food and films sparking interest.

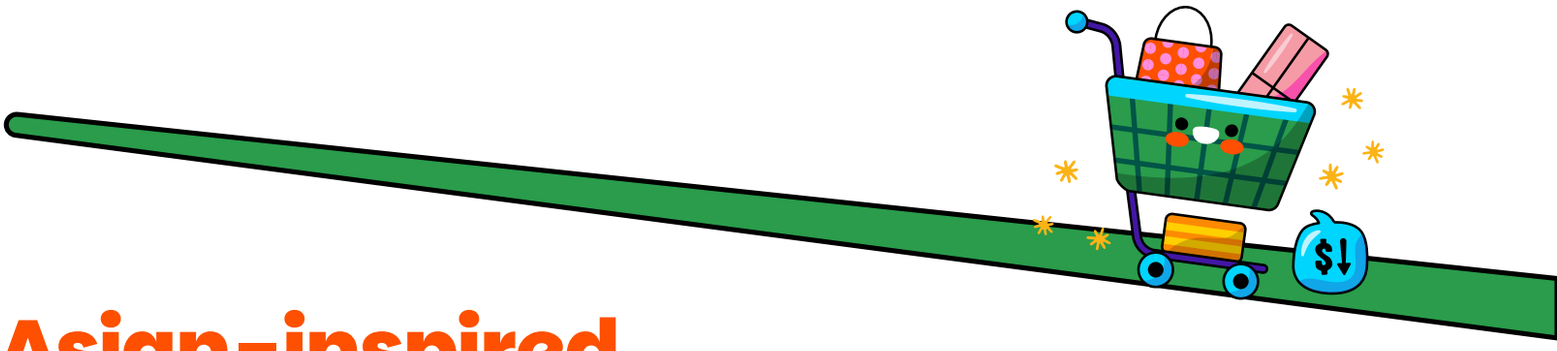
CHANNELS OF DISCOVERY FOR ASIAN TRENDS (%)



INITIAL SOURCES OF INTEREST IN ASIAN TRENDS (%)







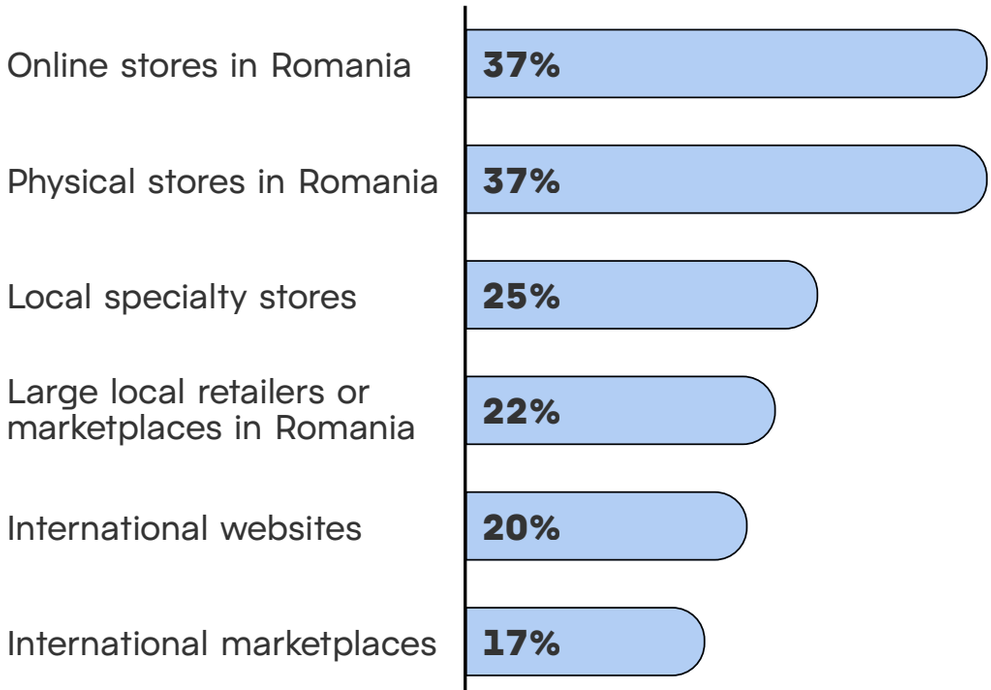
Asian-inspired products: purchasing and channels

Six in ten consumers have already purchased Asian-inspired products, with another 30% intending to buy. Millennials stand out for past purchases, while Gen X shows stronger future intent. Romanian online and physical stores lead channels used or considered, ahead of international options. Gen Z is more likely to use or consider international marketplaces and official artist or brand websites.

PURCHASE EXPERIENCE AND FUTURE INTENT

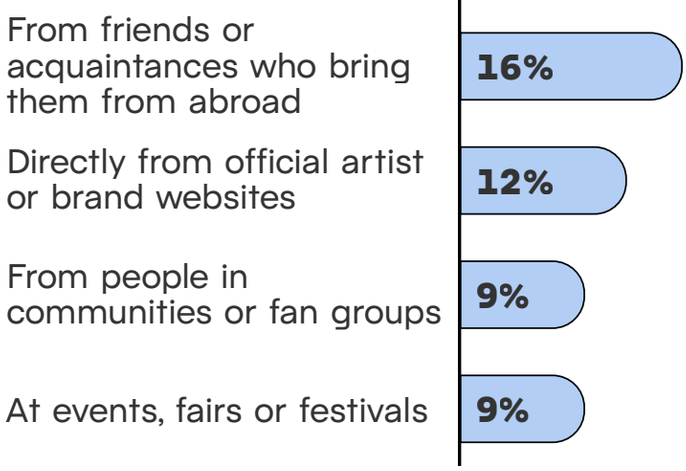
60%
Yes

WHERE CONSUMERS BUY OR WOULD CONSIDER BUYING



30%
No, but I intend to buy

10%
No, and I do not currently intend to



Local versus international: preferences and reasons

Consumers generally prefer Romanian sources for simplicity and safety, provided they can find the products they want. Faster delivery and lower costs are stronger reasons for choosing local sources than authenticity guarantees. International sources appeal mainly through greater variety, suggesting that a broader local range could help meet demand that might otherwise go abroad.

74%
Prefer Romania

41%
because it is simpler and safer

32%
if I can find the products I want

20%
Prefer international sources

13% for greater variety

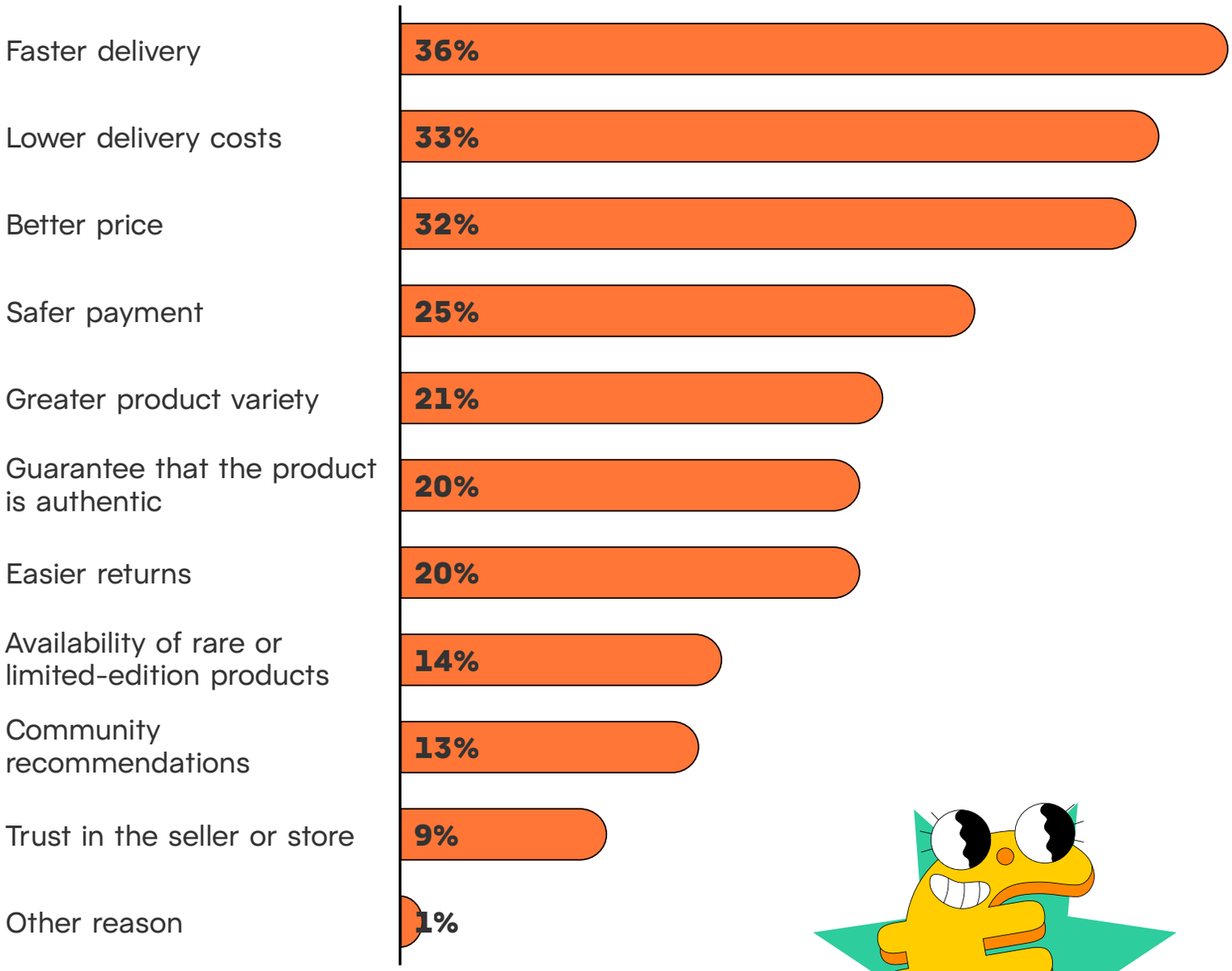
7% because they seem closer to the original source

5% It depends on the product

2% I do not know

REASONS FOR CHOOSING LOCAL OVER

INTERNATIONAL SOURCES



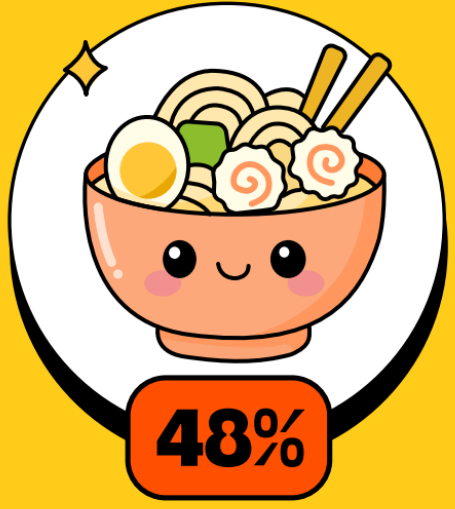
Future spending on Asian products and experiences

Food and drinks lead future spending interest, followed by beauty, suggesting stronger appeal for everyday products than fan merchandise. Travel and cultural experiences also attract interest beyond routine purchases. Gen Z stands out for paid content and merchandise, while few consumers rule out spending altogether. These intentions indicate interest rather than guaranteed purchases.

Brand fit and authenticity in Asian culture

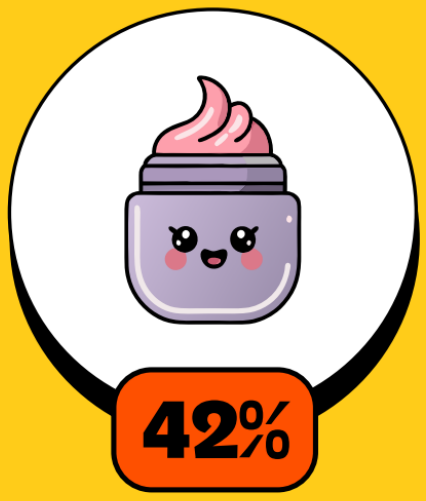
Food and beauty brands are the strongest fit. Understanding the culture and community leads expectations for authenticity.

BRAND CATEGORIES THAT FIT ASIAN INFLUENCES



48%

Food and beverages



42%

Beauty/ personal care

37%

Fashion/ accessories

32%

Technology/ gadgets

30%

Events/festivals

22%

Retailers/online stores

20%

Entertainment/ streaming platforms

20%

Tourism/cultural experiences

9%

Other type of brand

WHAT MAKES A BRAND'S ASSOCIATION FEEL AUTHENTIC

Additional insights available in the full study

ASIAN CULTURE: DISCOVERY & ENGAGEMENT

Awareness and origins of interest, cultural appeal, adopted behaviours and everyday engagement. Motivations, emotional drivers and barriers to deeper involvement.

THEME IDENTIFICATION AND HASHTAG NETWORK ANALYSIS

ASIAN MUSIC

Listening habits and motivations, artists followed, concert attendance and local event interest, including willingness to travel abroad.

ASIAN FOOD

Consumption frequency and occasions, dishes tried and motivations. Restaurant discovery and generational differences.

ASIAN CONTENT

Films, series, anime and manga: discovery channels, viewing platforms and genres. Motivations, barriers and generational differences.

FANDOM & COMMUNITIES

Participation levels, fan platforms and activities. Drivers of participation and content creation, with passive vs. active fan profiles.

ASIAN BEAUTY

Skincare routines, products and brands used. Brand recognition, purchase motivations and generational differences.

SHOPPING & BRANDS

Retailers and shopping sources, trust and authenticity checks. Purchase and payment roles, products bought and unmet demand.