

GLOBAL TRENDS

THE ROMANIAN CHAPTER

Reshaping society, technology,
and the economy

February 2026



Welcome! This is the 5th local edition of Ipsos Global Trends, marking 25 years of Ipsos in Romania.

Ipsos Global Trends summarises millions of data points. It includes year-round work collecting signals and identifying macro forces from a large team of experts and analysts, both globally and locally.

Ipsos Trends can help you...

UNDERSTAND SOCIETY.

Empower your team with **over a decade of societal trends**, to make strategic decisions with confidence and positively influence your organisation's future.

UNDERSTAND MARKETS.

Unlock the full potential of your market with our **historic data portal, signals dashboard and hackathons** to identify opportunities and challenges to shape your innovation strategy.

UNDERSTAND PEOPLE.

Master generational beliefs and attitudes to develop powerful communication platforms to engage vital demographics and position your brand as an insightful leader.

What Ipsos Global Trends report reveals about our future

We see growing choice fatigue and tech anxiety, showing up in overwhelmed consumers who default to the familiar:

- 79% of Romanian consumers agree *“I wish I could slow down the pace of my life.”*, up 4 pts since 2024
- 63% agree *“I fear that technical progress is destroying our lives”*, up 6 pts since previous wave

What this means: When choices feel hard, people outsource to algorithms and habits—reducing novelty.

Opportunity: Simplify choices and highlight the human with curation, and design “good surprises” that break algorithmic sameness on digital channels.

Action: Turn these insights into action with the help of our localized report.



Ipsos Global Trends at a glance

GLOBAL TRENDS

Globalisation Fractures

Splintered Societies

Climate Convergence

Technowonder

Conscientious Health

Retreat to Old Systems

Nouveau Nihilism

The Power of Trust

Escape to Individualism



Ipsos Global Trends: The Romanian Chapter

- A dedicated chapter explaining how Romanians are different vs the rest of the world, based on trended data for 2019-2025
- An Executive Summary including key conclusions and relevant signals for businesses in Romania
- 6 macro-forces which shape the society, markets and consumers, alongside corresponding themes
- 9 trends with dedicated chapters, including local analysis and relevant examples
- Comparisons across Romania, participating countries and the global average

Ipsos Global Trends: The Romanian Chapter



Ipsos Global Trends provides powerful foresight to help with your strategic challenges.

From in-depth analysis, customized workshops for your industry or company, adding texture and nuance with qualitative and social listening, and up to scenario building capabilities, we can help you leverage the trends and shape the future.

The Details

- 43 markets are included in Ipsos Global Trends, a survey conducted between Friday, May 23, and Friday, June 6, 2025. Ipsos interviewed a total of 33,083 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries (including Romania).
 - The sample consists of approximately 1,000 individuals each in Australia, Austria, Belgium, Brazil, Bulgaria, Canada, mainland China, France, Germany, Great Britain, Hong Kong, Italy, Japan, New Zealand, **Romania**, Spain, Switzerland, United Arab Emirates, the U.S., and Vietnam. And 500 individuals each in Argentina, Chile, Colombia, Croatia, Denmark, Hungary, Indonesia, Ireland, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Portugal, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye. The sample in India consists of approximately 2,045 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.
 - Samples in Argentina, Australia, Austria, Belgium, Canada, Denmark, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Bulgaria, Chile, China, Colombia, Croatia, Hong Kong, Indonesia, Ireland, Israel, Malaysia, Mexico, Peru, Portugal, Romania, Saudi Arabia, Singapore, South Africa, Thailand, Türkiye, UAE, and Vietnam are more urban, more educated, and/or more affluent than the general population.
- The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.
- India's sample represents a large subset of its urban population social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.
 - The data is weighted so that the composition of each country's sample best reflects the demographic profile of the adult population according to the most recent census data. "The Global Country Average reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.
 - When percentages do not sum up to 100 or the 'difference' appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.
 - The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/-35 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.
 - **Fieldwork dates for waves covering Romania:**
 - 2025 edition (May - Jun 2025)
 - 2024 edition (Feb - Apr 2024)
 - 2023 edition (Sep - Nov 2022)
 - 2021 edition (Aug - Sep 2021)
 - 2019 edition (Jun - Jul 2019)



Contact:

alina.stepan@ipsos.com

dorian.cazacu@ipsos.com

