

The world isn't in crisis. The world is in *crises*.

We're entering a 'new world disorder'. We can no longer afford to focus on the big issue at hand, because there are many interrelated issues at play.



Running since 2013, Ipsos Global Trends is one of the largest studies of its kind.

This is our broadest edition ever, covering 50 markets, 87% of the global economy and 70% of the global population.

This is the third wave of the survey in Romania (2019, 2021, 2023).





Ipsos Global Trends - The Romanian Chapter covers

- 6 macro-forces which shape the society, markets and consumers
- 12 trends with dedicated chapters, including local analysis and relevant examples
- 21 key facts explaining how Romanians are different vs the rest of the world
- Comparisons across Romania, participating countries and the global average
- A summary of local changes vs the previous edition of the survey (2021)



Ipsos Global Trends A New World Disorder?
provides powerful foresight
to help with your
strategic challenges.

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



The Details

- Markets: 50 markets are included in Ipsos Global Trends 2023. These are Argentina, Australia, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Denmark, the Dominican Republic, Ecuador, France, Germany, Great Britain, Greece, Guatemala, Hong Kong, India, Indonesia, Israel, Italy, Japan, Kenya, Malaysia, Mexico, Morocco, the Netherlands, New Zealand, Nigeria, Pakistan, Panama, Peru, the Philippines, Poland, Puerto Rico, Romania, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Thailand, Turkey, the United Arab Emirates, the United States. Vietnam and Zambia.
- Method: In most markets this wave of the survey was carried out online with adults aged 16-75, or 18-75 in Argentina, Canada, Greece, Guatemala, Hong Kong, Japan, the Philippines, Sweden, Thailand, the US, Vietnam, New Zealand, Costa Rica, Chile, Israel, Peru, Ecuador, Panama, the Dominican Republic, Bulgaria and Puerto Rico. In Indonesia and Singapore the age range is 21-75. The majority of fieldwork was conducted online through Ipsos panels. However, in some countries where internet penetration is lower, different methods were used: in Nigeria, Pakistan and Zambia a face-to-face methodology

- was employed, while in Kenya the survey was carried out over the telephone. In these countries there was no upper age limit on participation, so coverage can be considered 16+ in Pakistan and 18+ in Nigeria, Kenya and Zambia. In all cases fieldwork was carried out between 23 September and 14 November 2022.
- The results are weighted to ensure that the sample's composition reflects that of the adult population according to the most recent census data.
- Total global data has not been weighted by population size, but are simply a market average. In established markets with a higher level of internet penetration (more than 60% online), the results can be taken as representative of the general working-age population.

Fieldwork dates:

2023 edition (September–November 2022) - covering Romania

2021 edition (August–September 2021) - covering Romania

2020 edition (September 2020)

2019 edition (June–July 2019) - covering Romania

2016 edition (September–October 2016)

2013 edition (September–October 2013)



The local report is available now!





