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BUSINESS & MARKET CHALLENGES

Bucharest, April 2022



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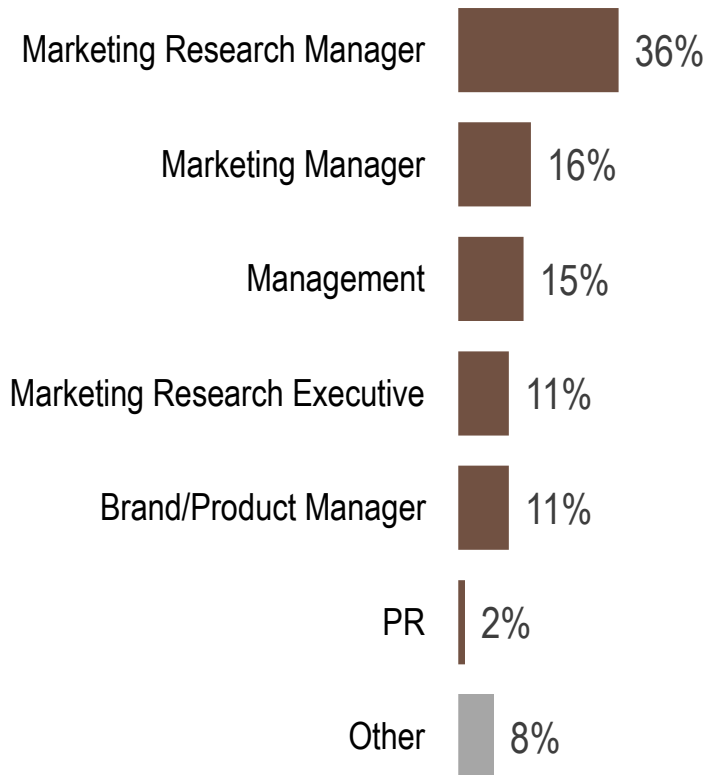
METHODOLOGICAL CONSIDERATIONS

- ▶ **Project developed and implemented by:**
SORMA: Societatea Romana de Marketing si Cercetarea Opiniei Publice
- ▶ **Approach: CAWI** questionnaire (15 minutes)
Data collected between **30th of March – 13th of April 2022**
Invitations sent to clients by:
Exact Business Solutions, Kantar, Kantar TNS, iSense Solutions, ISRA Center, Mednet, Mercury Research, Nielsen
- ▶ **Questionnaire design, scripting, hosting, analysis and reporting:**
Daedalus Online, ISRA Center, Mercury Research

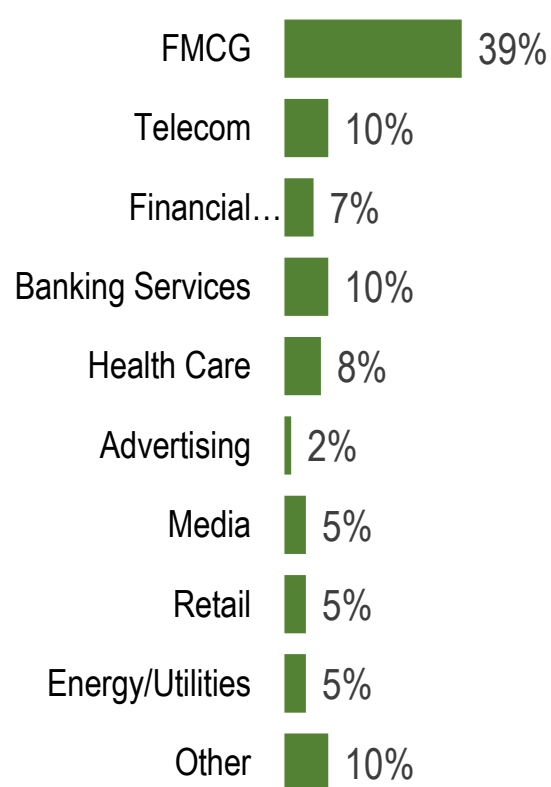
The information provided by all participants is strictly confidential. All answers are used only for market research purposes and cumulated with the information provided by other participants, in a summarized format.

61 representatives of companies activating in various industries:
 FMCG (24 participants), Telecom (6 participants), Financial & Banking services (10 participants),
 Healthcare (5 participants), Advertising & Media (4 participants),
 Retail (3 participants), Energy/ utilities (3 participants), Other (6 participants)

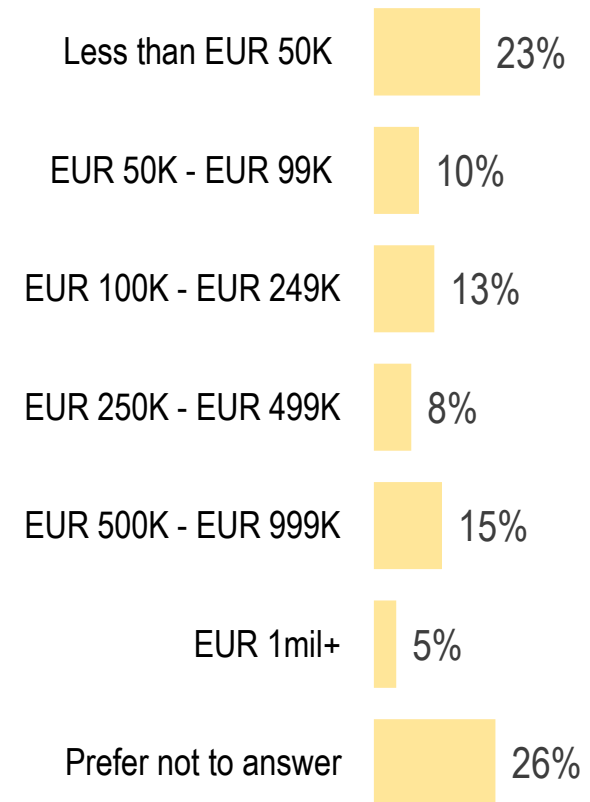
Participants' role



Industry



Research budget for 2022



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BUSINESS ENVIRONMENT

64% of participants consider that **business environment will be WORSE in 2022** compared to 2021

*FMCG and services sectors are more likely than others to consider the business environment **worse** in 2022 than in 2021.*

INFLATION is mentioned by **90%** of participants as the **biggest market problem** for companies in 2022

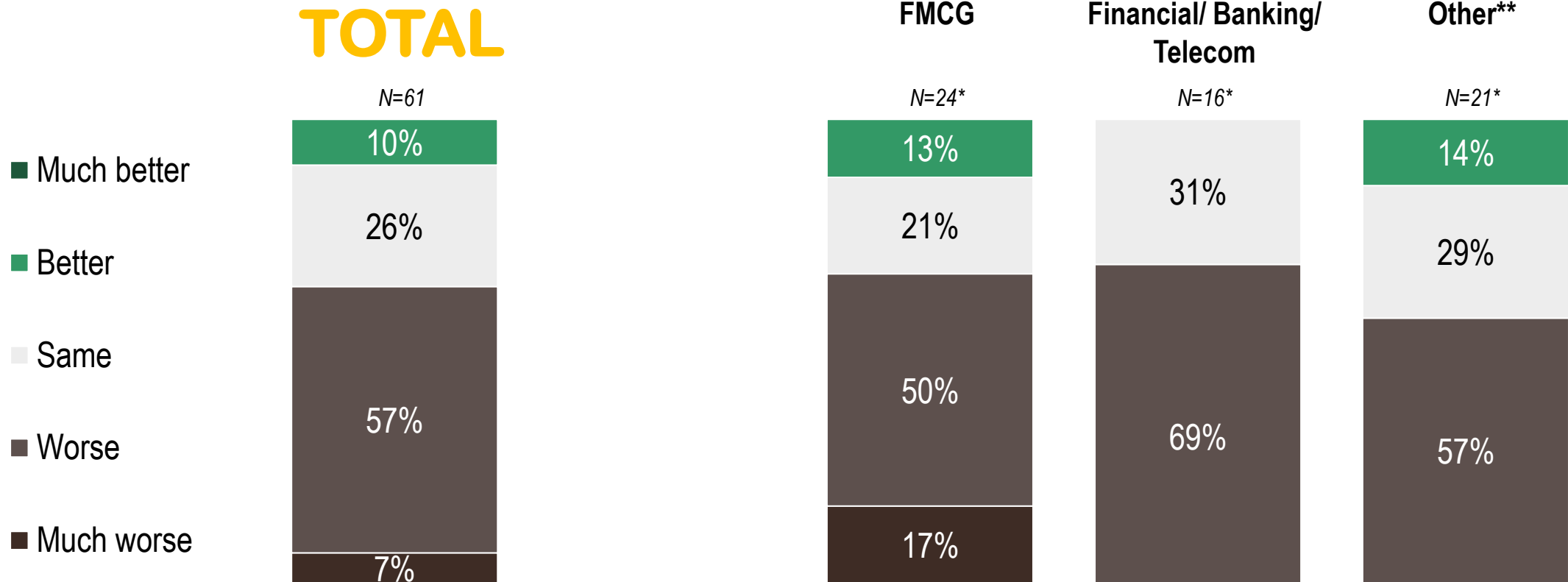
In the current context, companies have **less concerns** about UNFAIR or INCREASED COMPETITION.

*It is more likely for **FMCG sector** to worry more about **supply issues/ lack of raw materials (83%)** as it is for **services sector** to be fearful of **significant changes in customer behaviour (75%)***

BUSINESS ENVIRONMENT IN 2022 COMPARED TO 2021



by industry



Base: All respondents

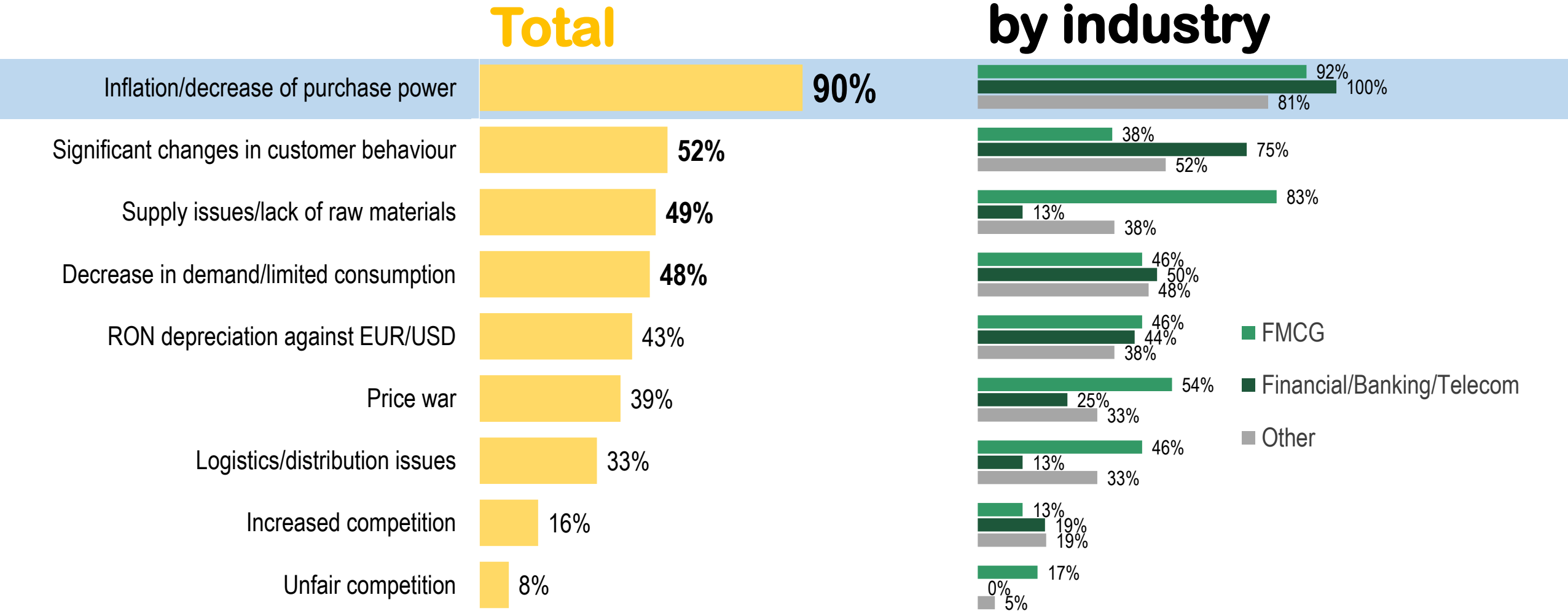
Q1. How do you think the business environment will be in 2022 compared to 2021?

Prompted, single answer

**Small base (N<30)! Please treat data with caution!*

***Other = Healthcare (N=5), Media (N=3), Retail (N=3), Energy (N=3), Advertising (N=1), Other (N=6)*

MARKET PROBLEMS ENVISAGED FOR THE COMPANY IN 2022



Data sorted by total

*Small base (N<30)! Please treat data with caution!

Other = Healthcare (N=5), Media (N=3), Retail (N=3), Energy (N=3), Advertising (N=1), Other (N=6)

Base: All respondents, Total=61, FMCG=24*, Financial/Banking/Telecom=16*, Other=21*
Q2. Which of the following market situations do you think your company will face in 2022?
 Prompted, multiple answer



MARKETING STRATEGY

Building **brand equity** (70%) and increasing **loyalty/ customer satisfaction** (59%) are top 2 KEY AREAS to focus on in 2022.

The need of **increasing sales** comes third and it is more prominent in the FMCG sector (63%) than in others.

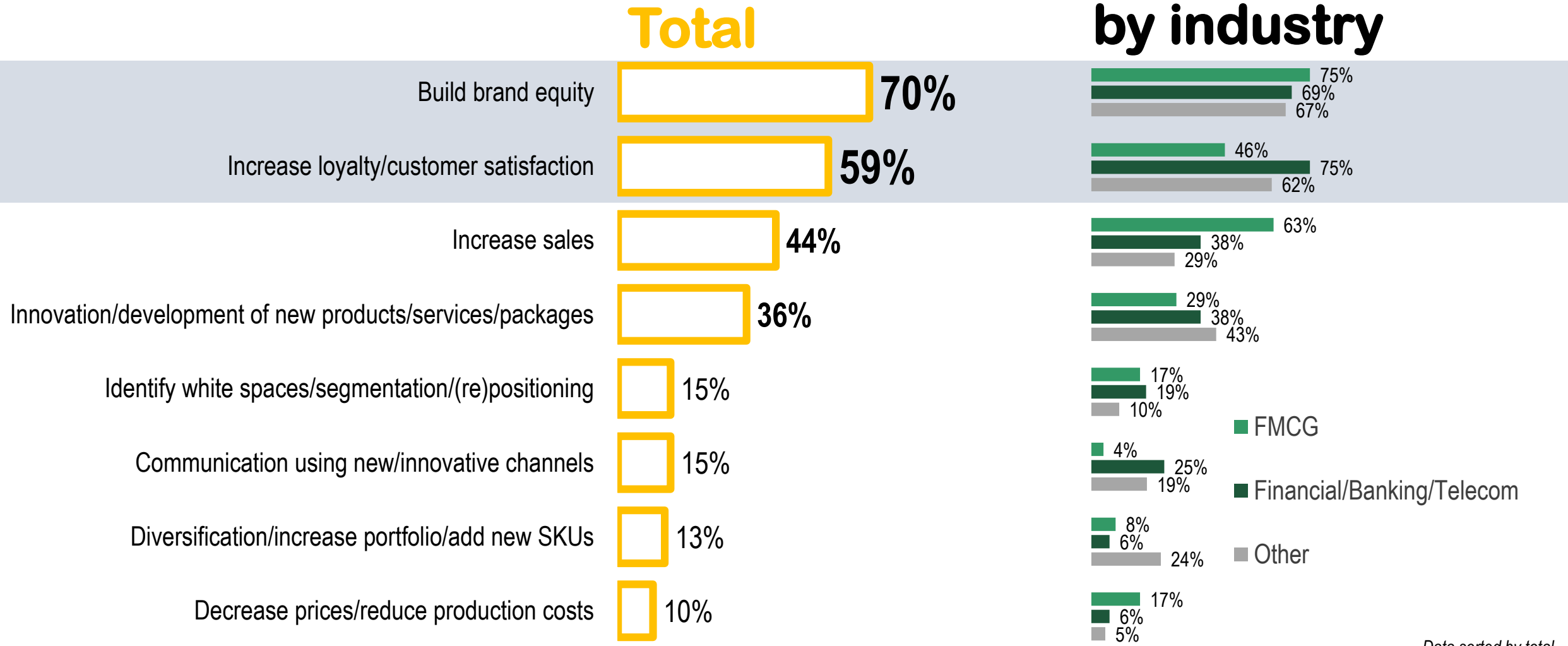
It is expected for companies to invest more in **digital & social media** than in **sponsorship & traditional media**.

Market research budget is estimated to be similar to 2021 by 51% of participants. The **proportion** of those who estimate an **increase** equals the **proportion** of those who estimate a **decrease**.

However, **services sector** is expected to invest more in market research.

Given the **current context with the war in Ukraine**, 30% of participants estimate **spending less** on market research than the actual available budget, while 54% intend to spend **all of it**.

MAIN FOCUS FOR 2022 MARKETING STRATEGY



Data sorted by total

*Small base (N<30)! Please treat data with caution!

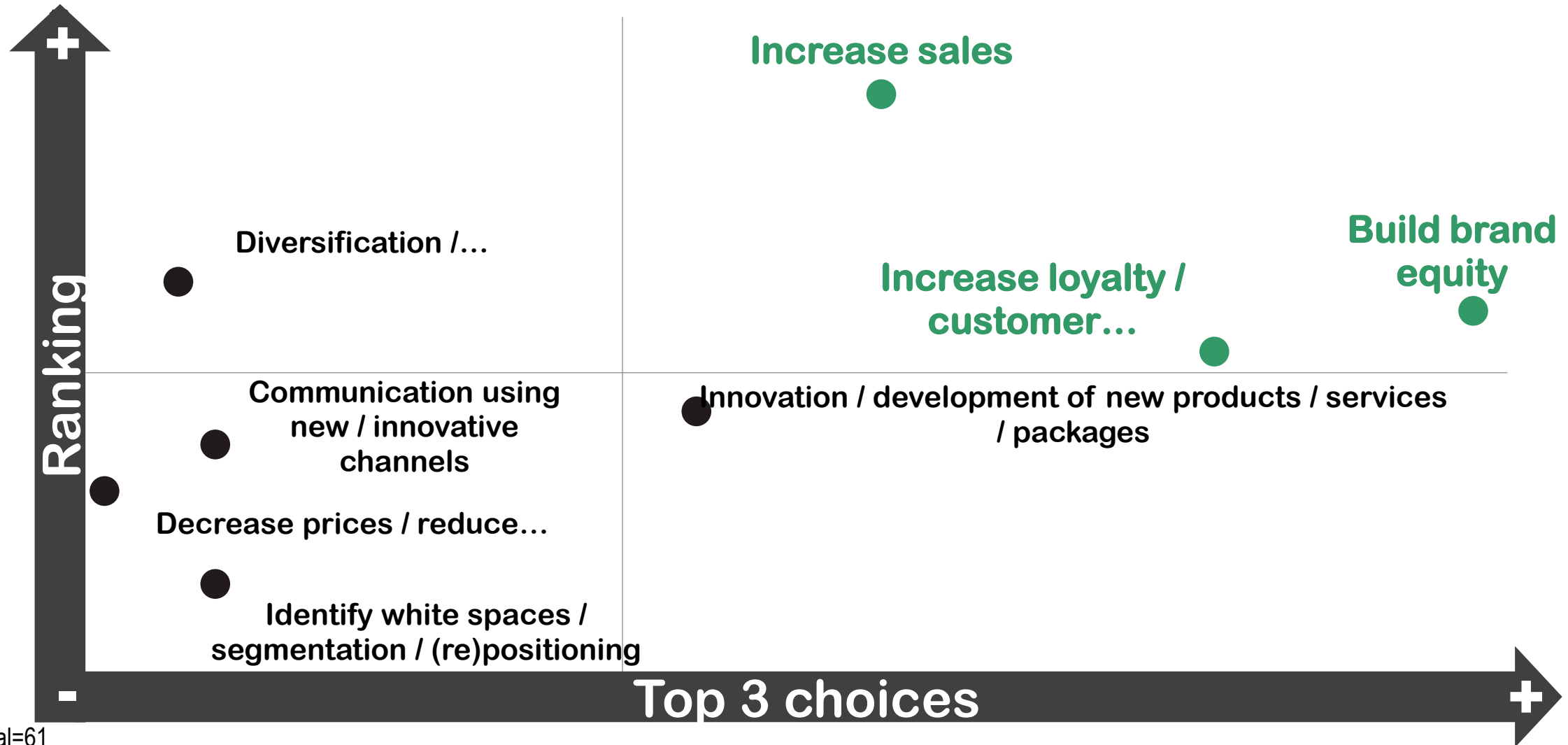
Other = Healthcare (N=5), Media (N=3), Retail (N=3), Energy (N=3), Advertising (N=1), Other (N=6)

Base: All respondents, Total=61, FMCG=24*, Financial/Banking/Telecom=16*, Other=21*

Q3. What do you think your main focus will be in 2022 in terms of marketing strategy?

Prompted, maximum 3 answers

MAIN FOCUS FOR 2022 MARKETING STRATEGY

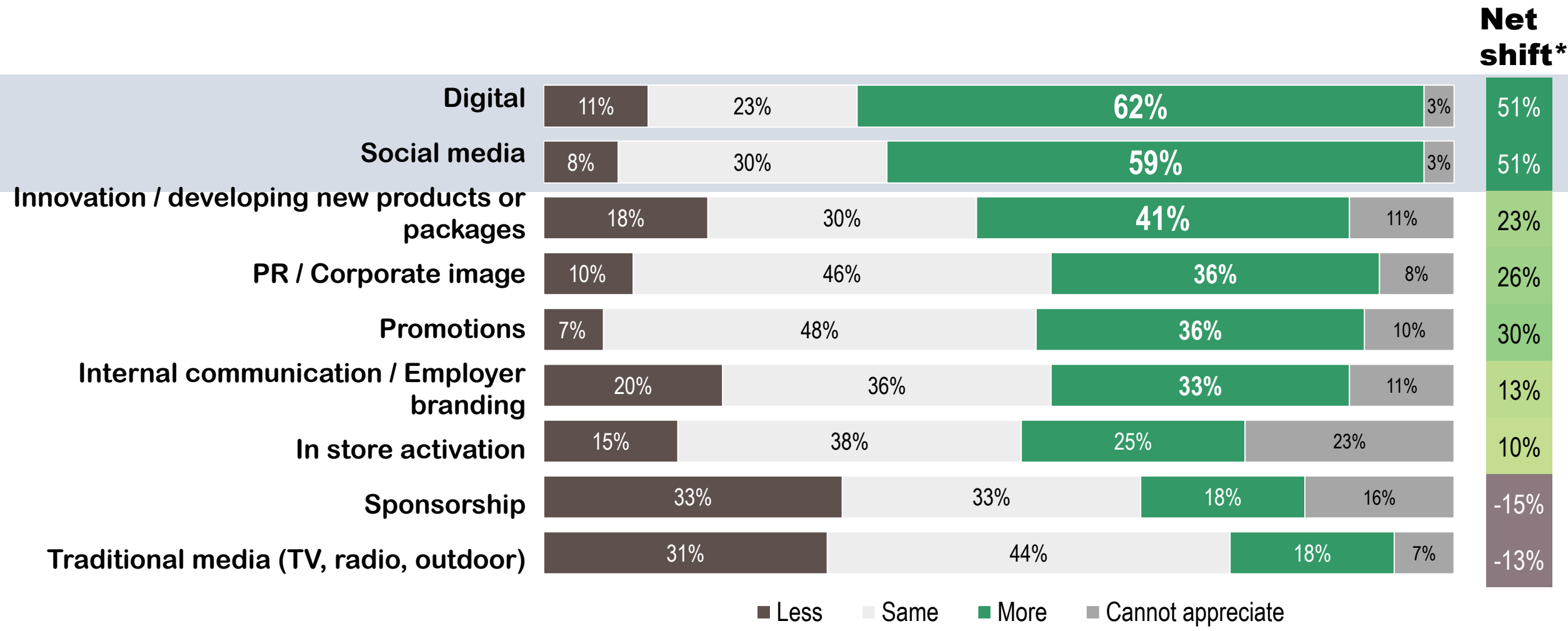


Base: Total=61

Q3. What do you think your main focus will be in 2022 in terms of marketing strategy?

Q3bis. Please order the options chosen in the previous question according to their importance to you, where 1 is the most important and 3 the least important.

BUDGETS ALLOCATED TO MARKETING ACTIVITIES IN 2022 VS. 2021

Base: All respondents, N=61

Data sorted by % more, total
*Net shift = More - Less

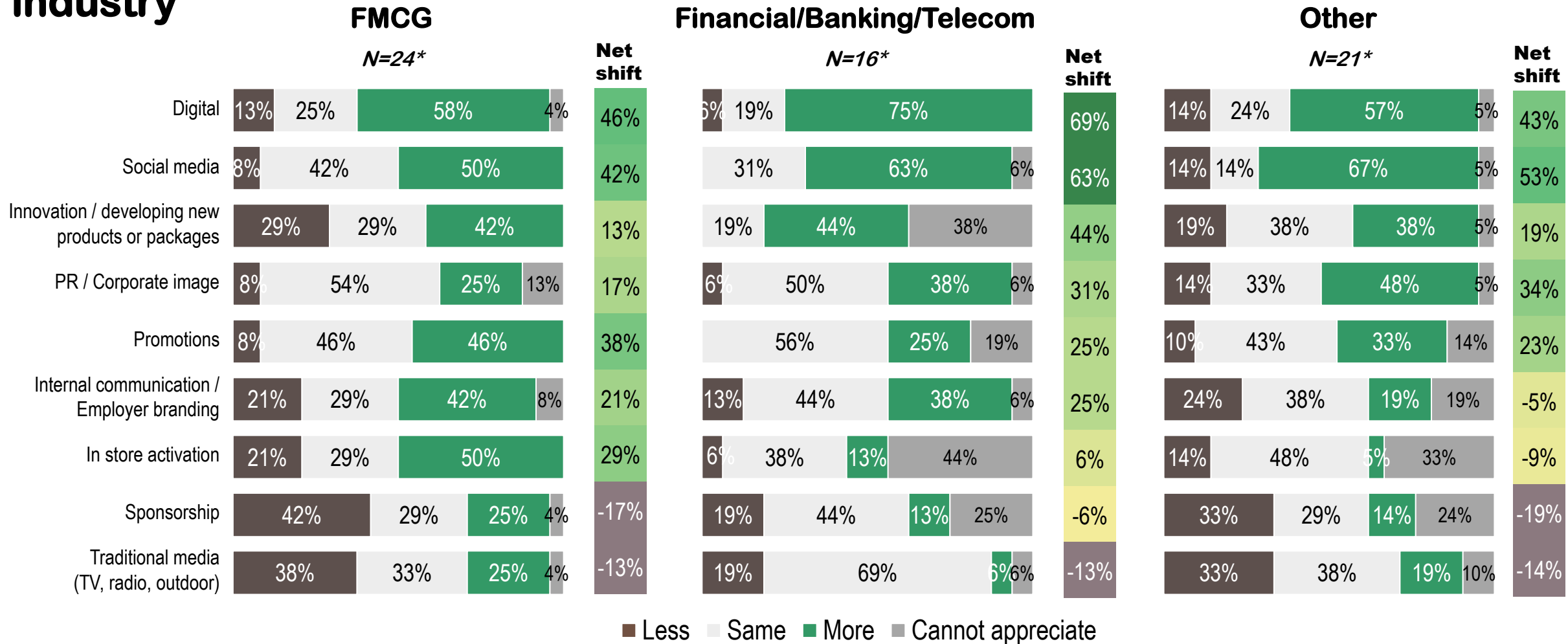
Q4. How do you think the budgets allocated for the various marketing activities will evolve this year compared to 2021?

Prompted, single answer per statement

BUDGETS ALLOCATED TO MARKETING ACTIVITIES IN 2022 VS. 2021



by industry



Base: FMCG=24*, Financial/Banking/Telecom=16*, Other=21*

Q4. How do you think the budgets allocated for the various marketing activities will evolve this year compared to 2021?

Prompted, single answer per statement

Net shift = More - Less

Data sorted by % more, total

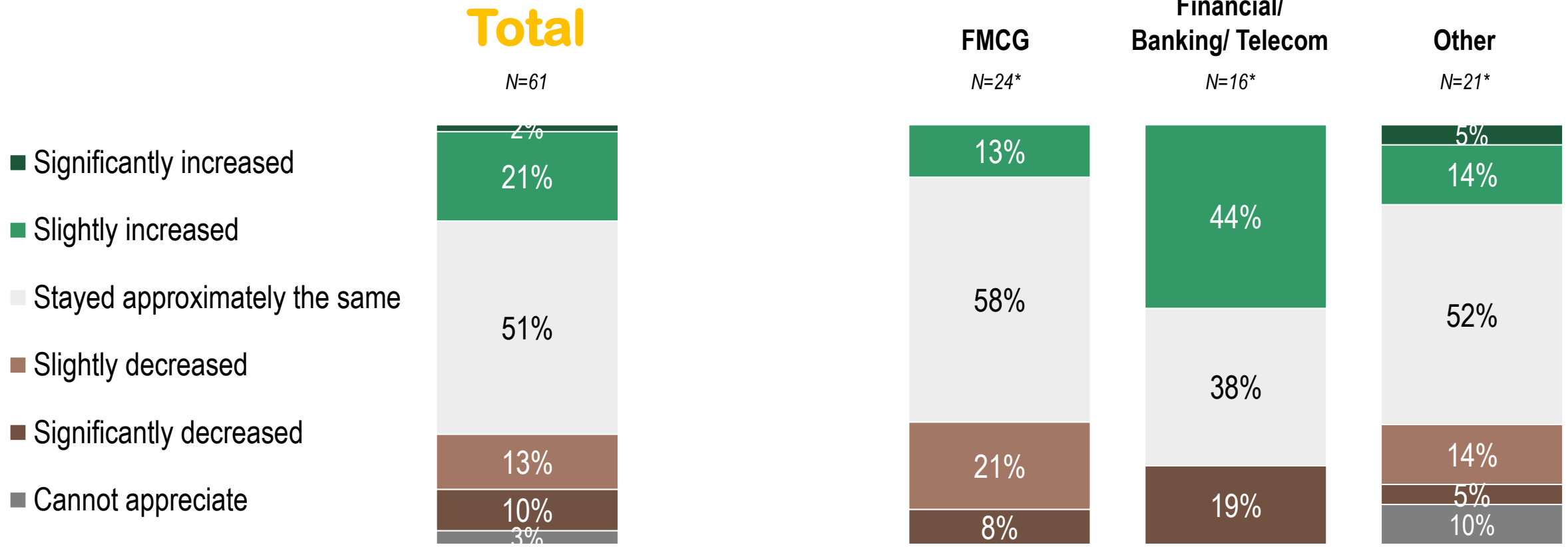
*Small base (N<30)! Please treat data with caution!

Other = Healthcare (N=5), Media (N=3), Retail (N=3), Energy (N=3), Advertising (N=1), Other (N=6)

MARKET RESEARCH BUDGET 2022 COMPARED TO 2021



by industry



Base: All respondents, Total=61, FMCG=24*, Financial/Banking/Telecom=16*, Other=21*

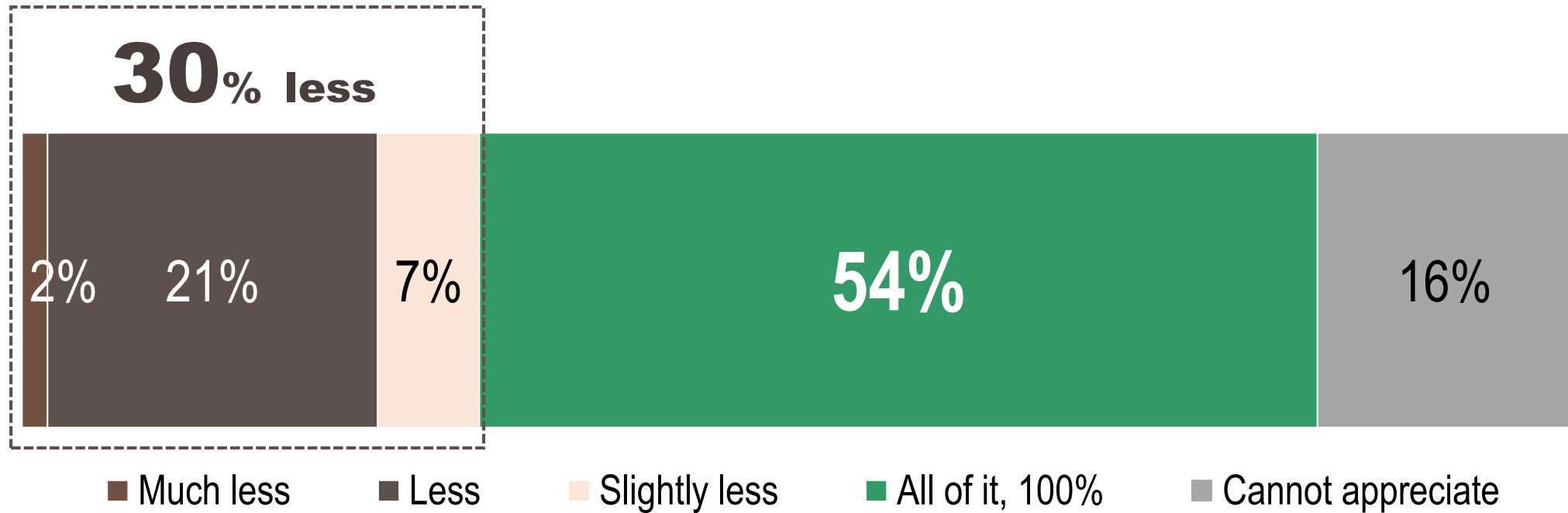
Q7. How did the market research budget evolved compared to 2021?

Prompted, single answer

*Small base (N<30)! Please treat data with caution!

Other = Healthcare (N=5), Media (N=3), Retail (N=3), Energy (N=3), Advertising (N=1), Other (N=6)

BUDGET ESTIMATED TO BE SPENT THIS YEAR, CONSIDERING THE WAR



Base: All respondents, N=61

Q8. Given the current context with the war in Ukraine, how much of the budget allocated for this year do you think you will spend?

Prompted, single answer

EXPECTATIONS FROM MARKET RESEARCH PROVIDERS

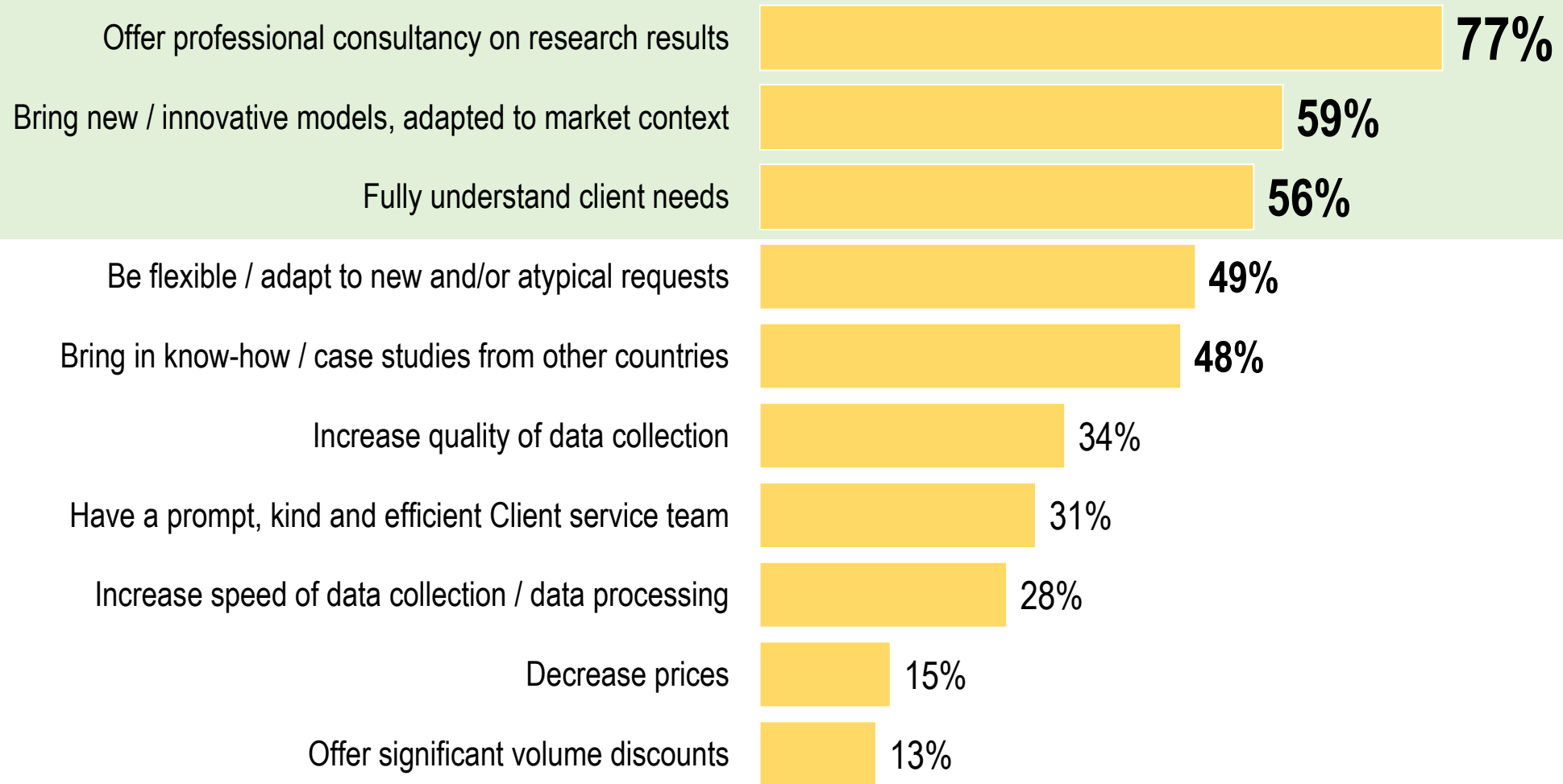
Lower prices (15%) & significant volume discounts (13%) are less important compared to all the other aspects.

Professional consultancy, innovative models & understanding clients' needs are top 3 KEY EXPECTATIONS from market research providers.

Flexibility and the ability to adapt to new and/ or atypical requests would bring more value for other sectors (62%) than FMCG and services.

At the same time, know-how & case studies from other countries would be much appreciated in FMCG (58%).

KEY EXPECTATIONS FROM MARKET RESEARCH PROVIDERS



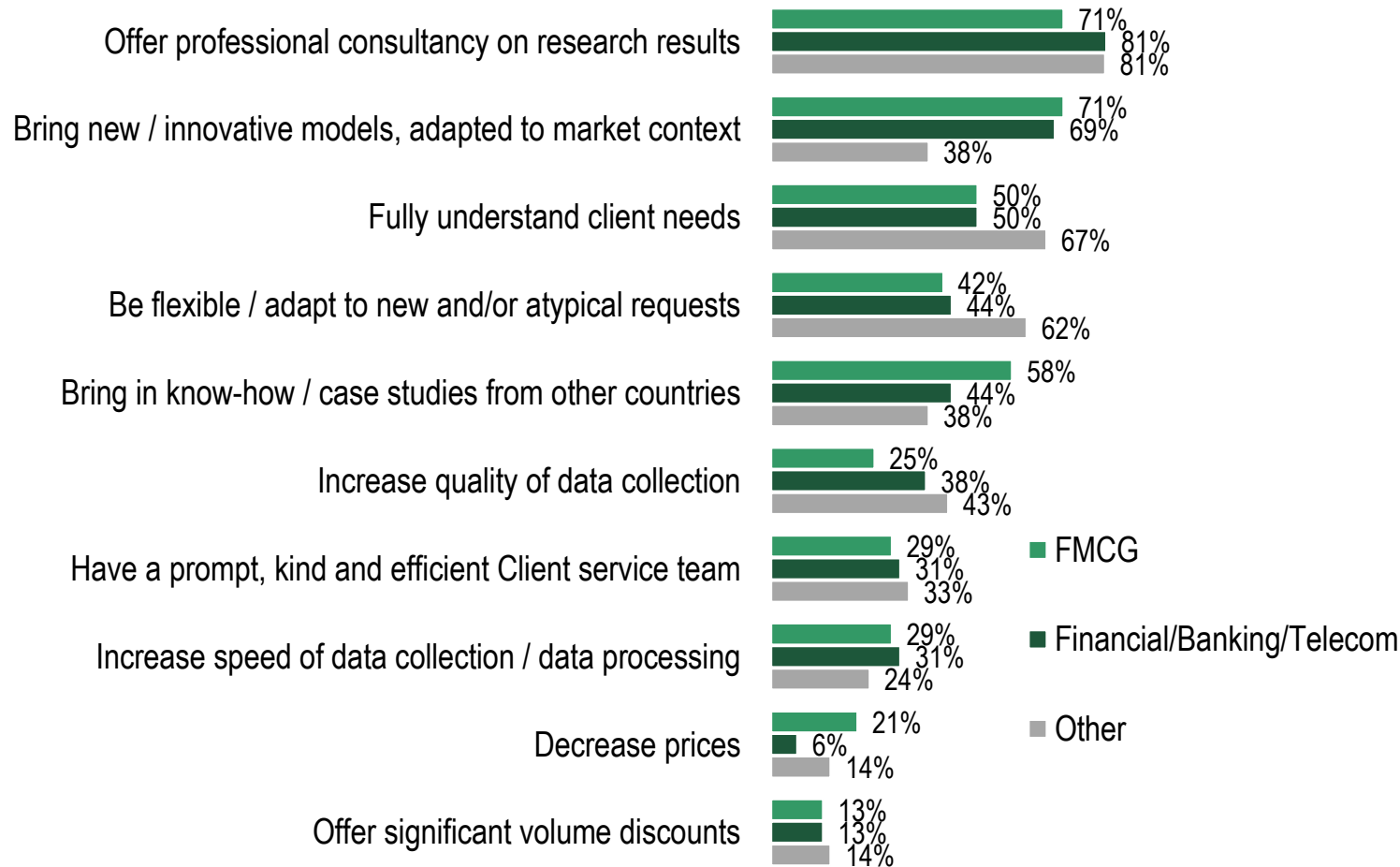
Data sorted by total

Base: Total=61
Q5. Given the current context, which of the following aspects of market research providers would bring you the most value? Choose a maximum of 5 options from the ones below.
Prompted, maximum 5 answers

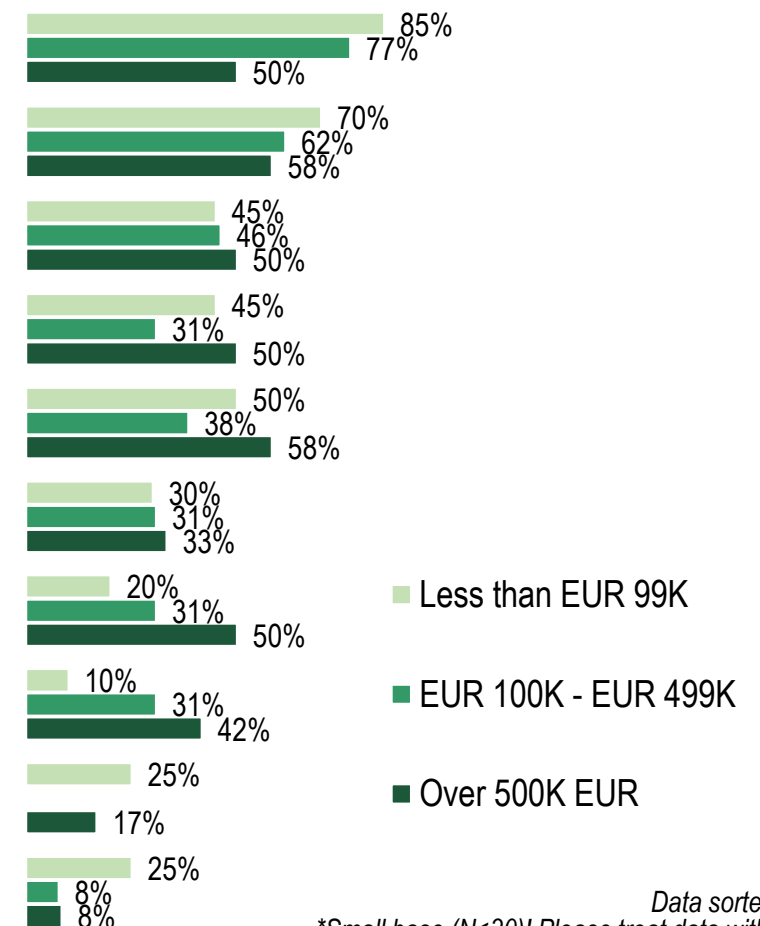
KEY EXPECTATIONS FROM MARKET RESEARCH PROVIDERS



by industry



by research budget for 2022



Data sorted by total
 *Small base (N<30)! Please treat data with caution!

Other = Healthcare (N=5), Media (N=3), Retail (N=3), Energy (N=3), Advertising (N=1), Other (N=6)

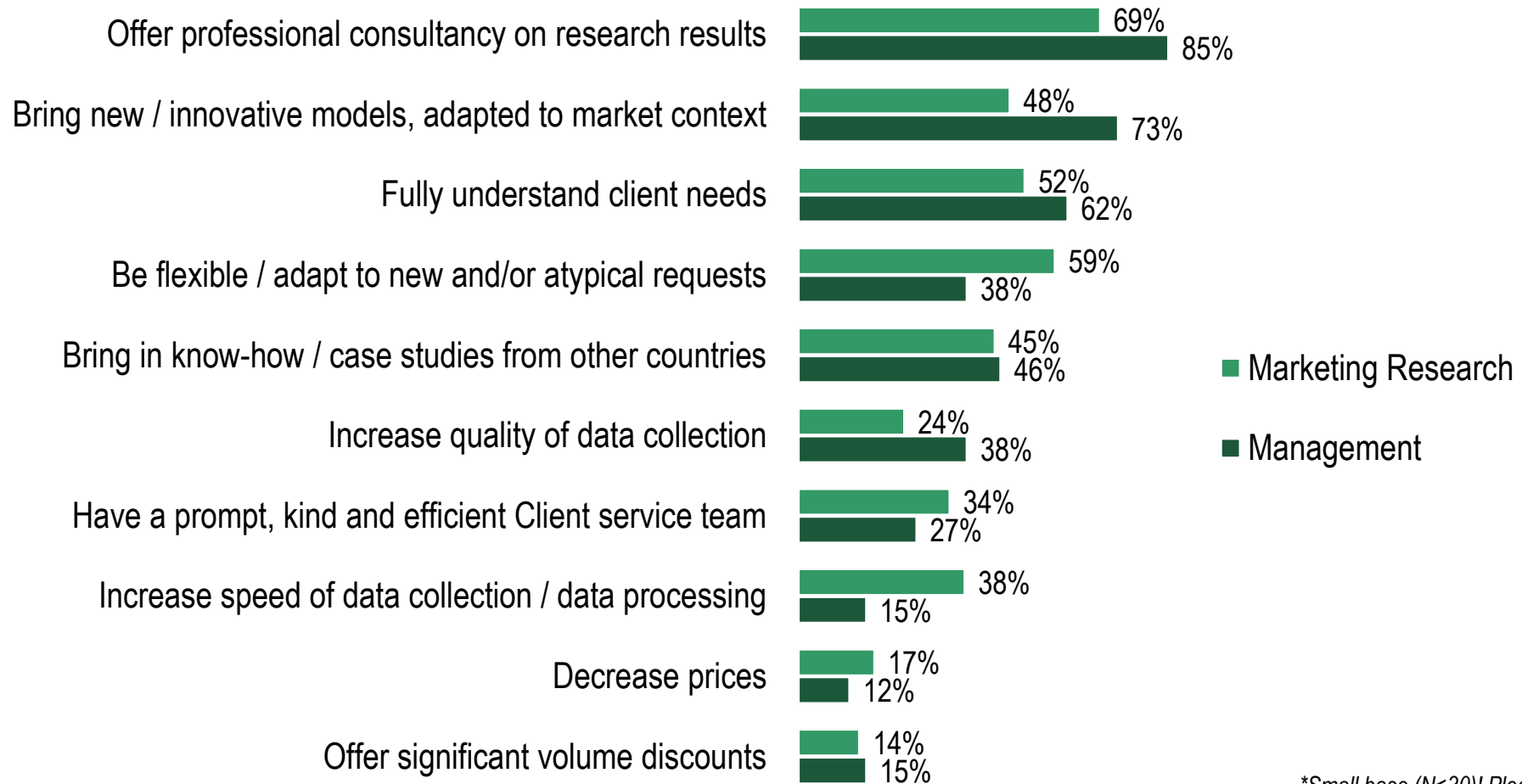
Base: Total=61, FMCG =24*, Financial/Banking/Telecom=16*, Other=21*; Less than EUR 99K=20*, EUR 100K - EUR 499K=13*, Over 500K EUR=12*

Q5. Given the current context, which of the following aspects of market research providers would bring you the most value? Prompted, maximum 5 answers

KEY EXPECTATIONS FROM MARKET RESEARCH PROVIDERS



by participants' role



*Data sorted by total
Small base (N<30)! Please treat data with caution!

Marketing Research = Marketing Research Manager (N=22) + Marketing Research Executive (N=7)

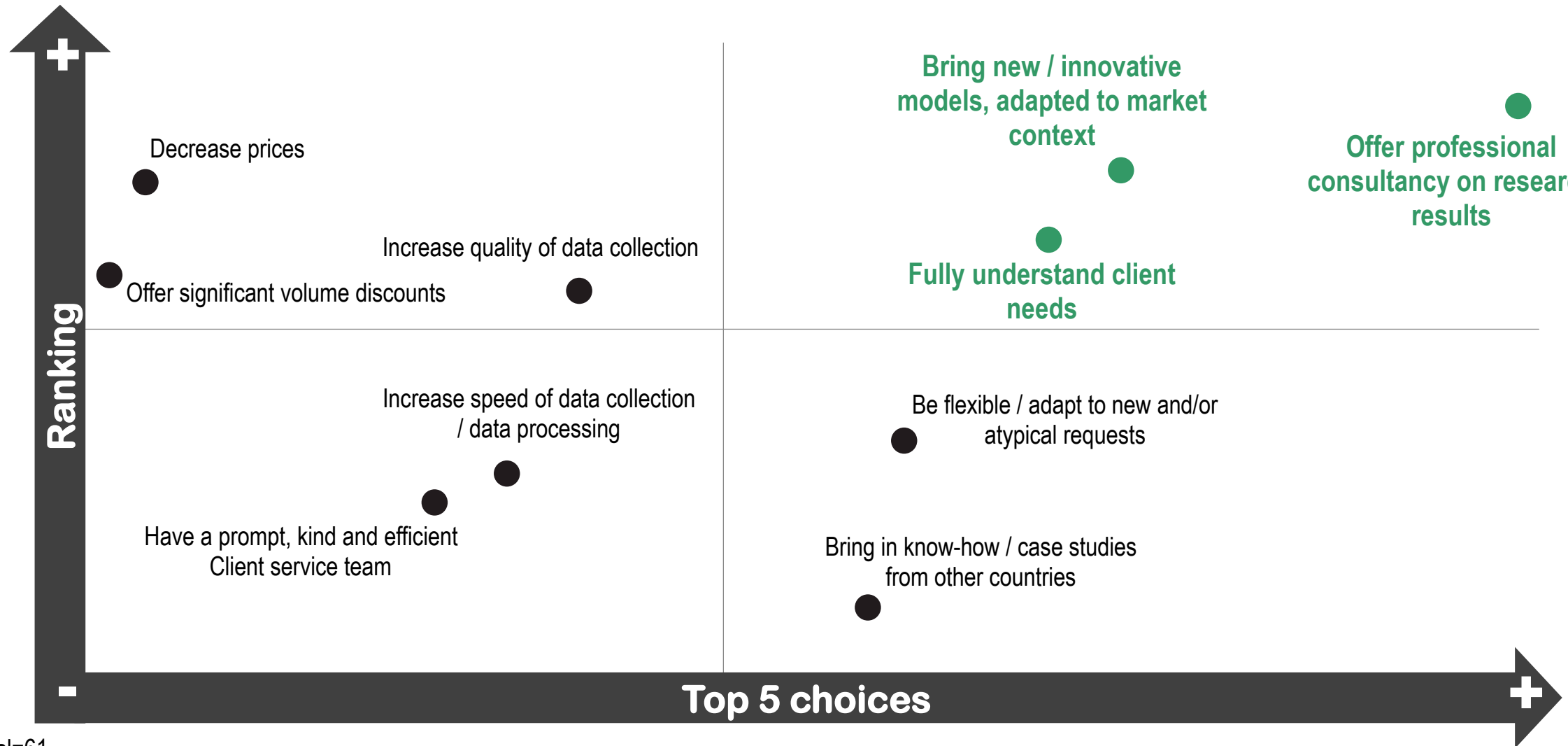
Management = Marketing Manager (N=10) + Brand/ Product Manager (N=7) + Management (N=9)

Base: Total=61, Marketing Research=29, Management=26, Other=6

Q5. Given the current context, which of the following aspects of market research providers would bring you the most value? Choose a maximum of 5 options from the ones below.

Prompted, maximum 5 answers

KEY EXPECTATIONS FROM MARKET RESEARCH PROVIDERS



Base: Total=61

Q5. Given the current context, which of the following aspects of market research providers would bring you the most value?

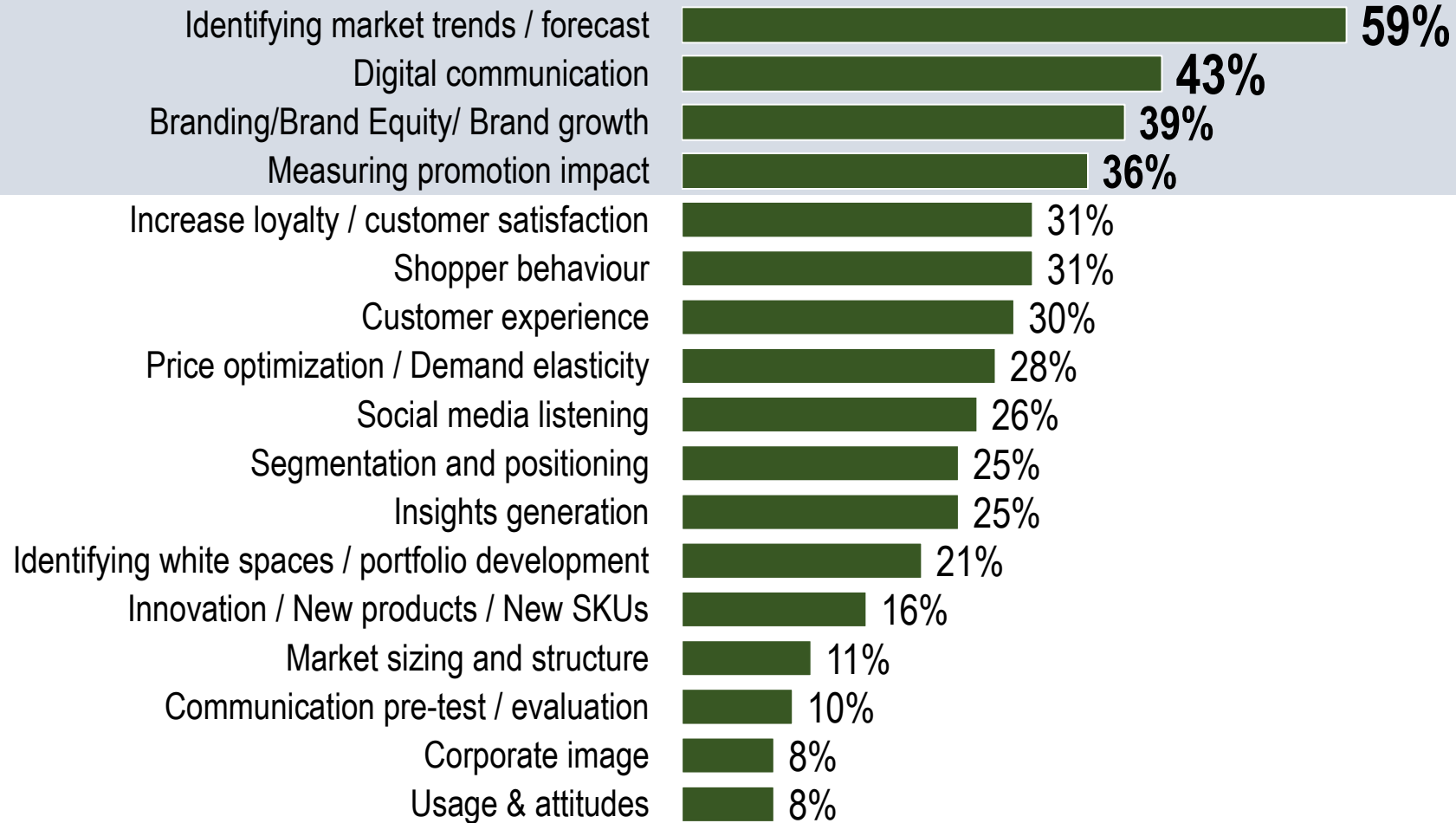
Q5bis. Please order the options chosen in the previous question according to their importance to you, where 1 is the most important and 5 the least important.

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BEST OF ESOMAR EVENT



KEY TOPICS OF INTEREST BEST OF ESOMAR EVENT



Base: Total=61

Q6. In the coming months, the Best of ESOMAR event will take place, organized by SORMA in partnership with ESOMAR. Which of the following topics would you like to be addressed?
Prompted, maximum 5 answers

KEY TOPICS OF INTEREST BEST OF ESOMAR EVENT



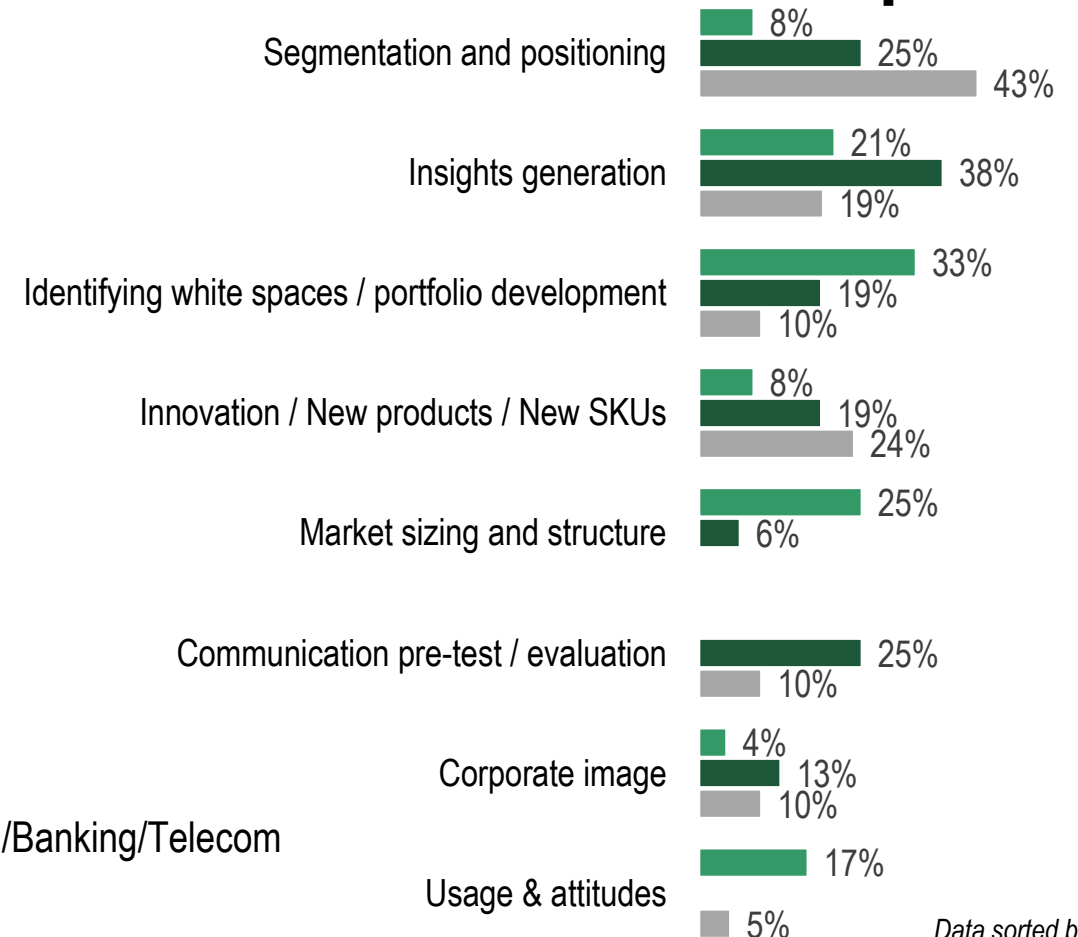
by industry

TOP 1-9 topics



- FMCG
- Financial/Banking/Telecom
- Other

10-17 topics

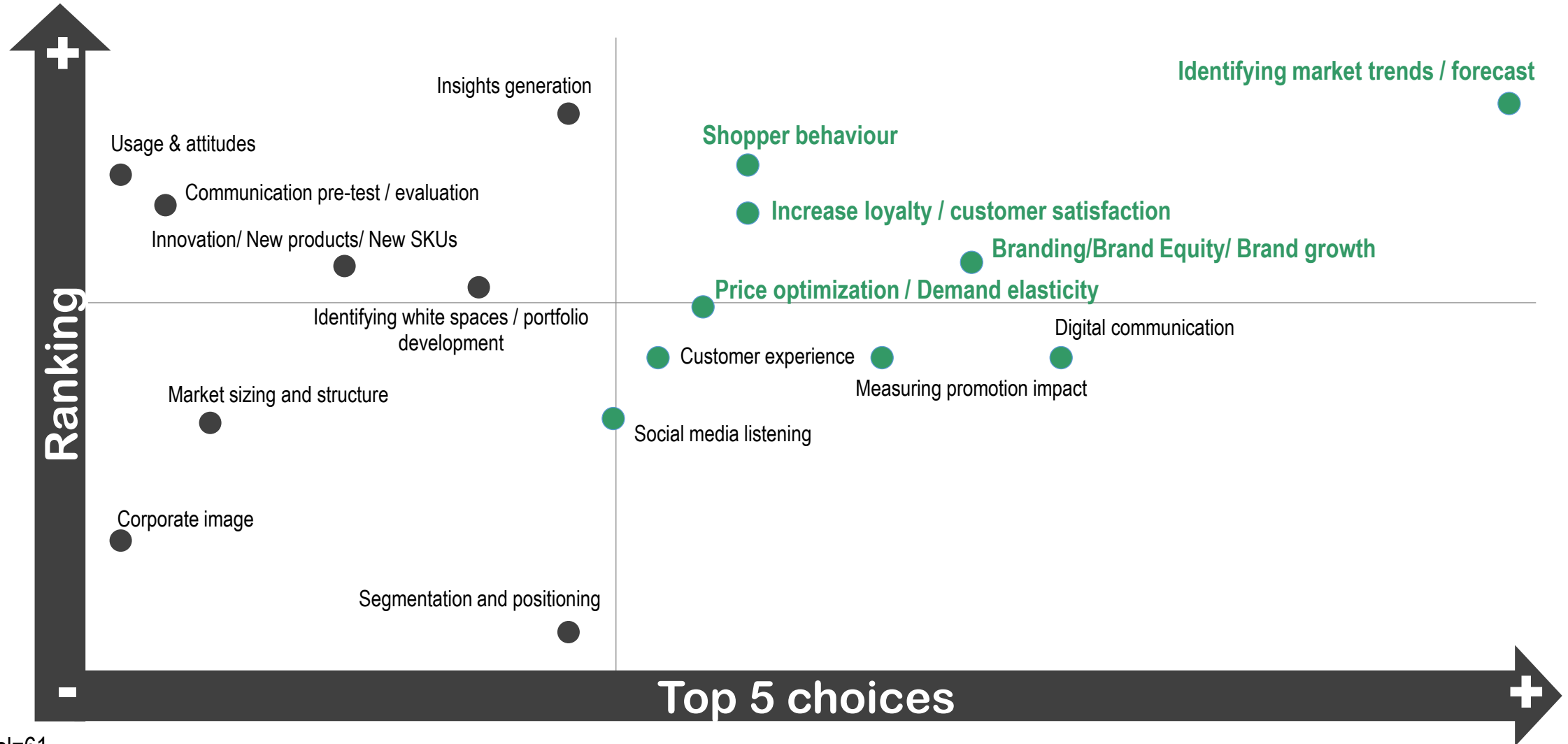


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Base: Total=61, FMCG =24, Financial/Banking/Telecom=16, Other=21

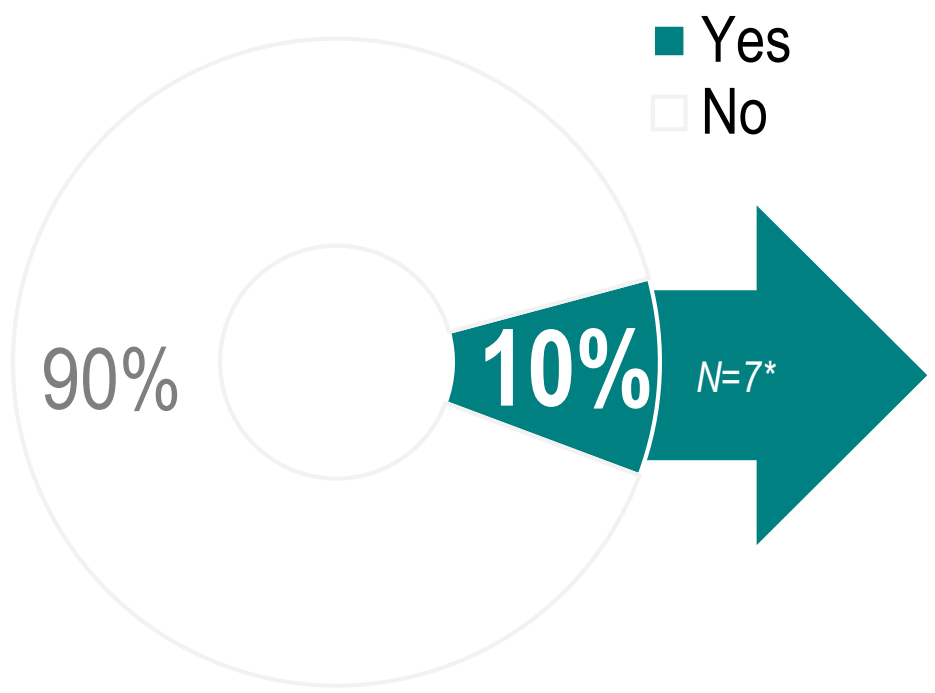
Q6. In the coming months, the Best of ESOMAR event will take place, organized by SORMA in partnership with ESOMAR. Which of the following topics would you like to be addressed?
Prompted, maximum 5 answers

KEY TOPICS OF INTEREST BEST OF ESOMAR EVENT



Base: Total=61
Q6. In the coming months, the Best of ESOMAR event will take place, organized by SORMA in partnership with ESOMAR. Which of the following topics would you like to be addressed?
Q6.1. Please order the options chosen in the previous question according to their importance to you, where 1 is the most important and 5 the least important.

OTHER TOPICS OF INTEREST BEST OF ESOMAR EVENT



Has **design thinking** become more agile/simplified during this period?

How to put together **insights/ know-how** at the industry level?

How to conduct **fewer but improved studies?**
Fewer confirmatory and **more exploratory?**

“**The consumer**” after restrictions but in **war context**

How to use the collected information **into practice?**

Case study: **ROI** on research investment

“**Customer experience**” in the context of market and brand growth

Base: Total=61

Q6.2. Are there any other topics that you would like to see developed at Best of ESOMAR and that you did not find in the list above?

THANK YOU!

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sorma members:

