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Obiceiurile alimentare ale românilor

Studiu Nestlé & Masmi, Martie 2023



Nicoleta Tupiță, diet. autorizat
Manager Nutriție, Nestlé



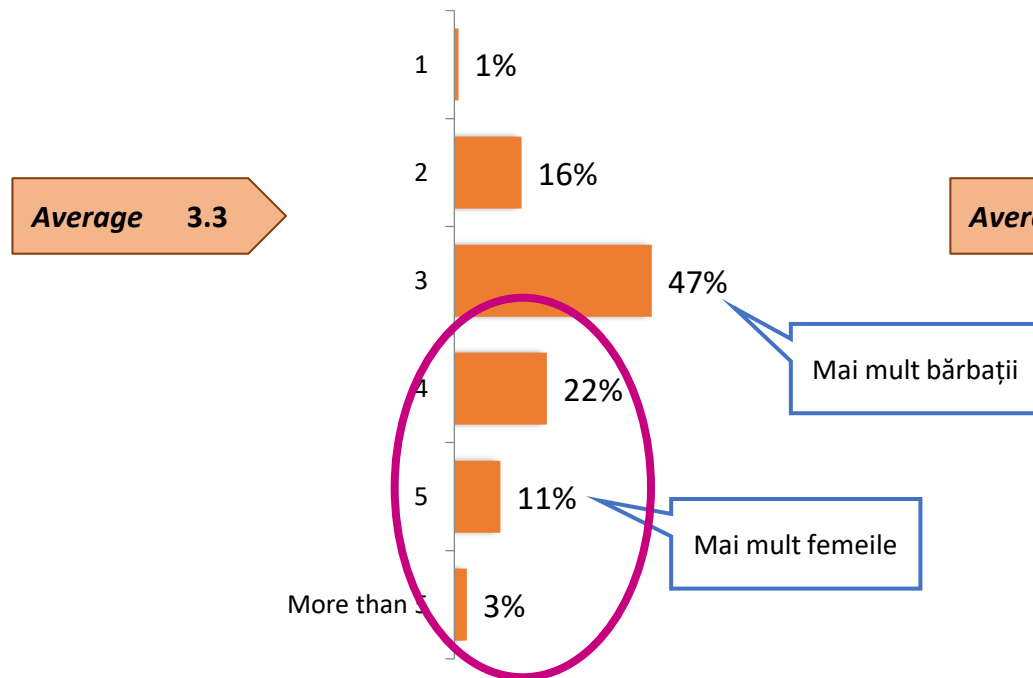
- Sondaj cantitativ
- Online, februarie - martie, 2023
- 865 de respondenți, eșantion reprezentativ
- urban 18-50 de ani



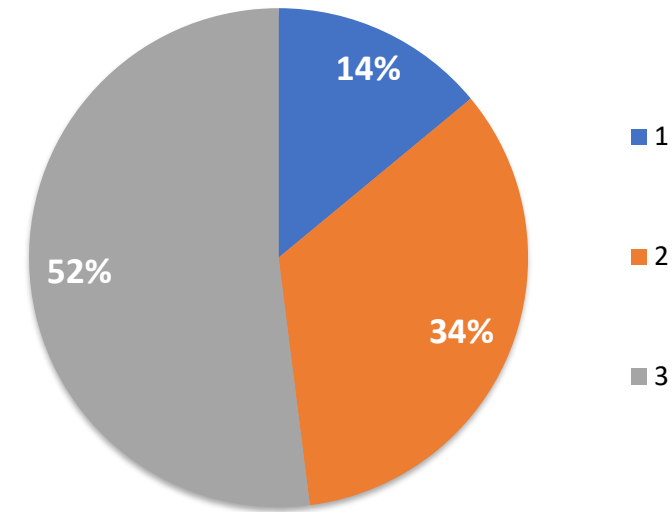
Orarul și frecvența meselor

În medie, românii consumă 3 mese/zi, dintre care două principale + 1 gustare
35% iau ≥ 4 mese

Numărul meselor pe zi



Numărul meselor principale:



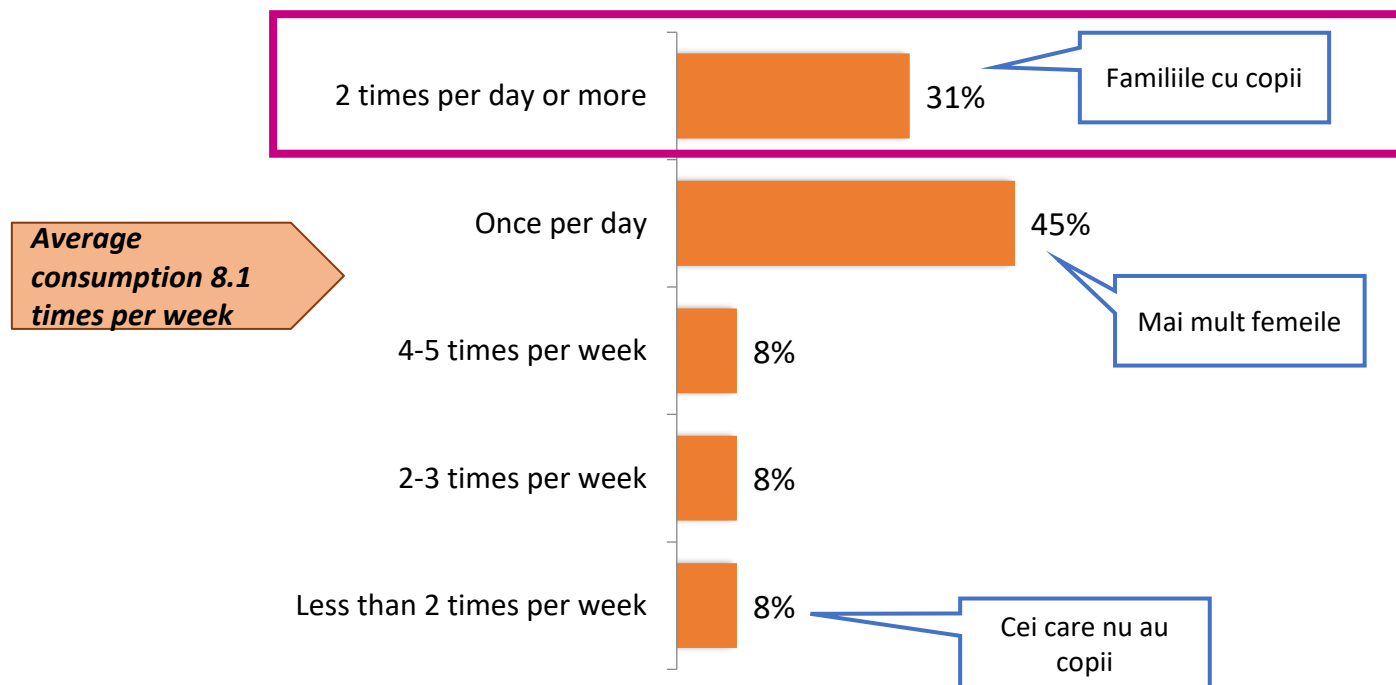
Unit %, Base: Total N=800.

7. How many meals do you have a day (including snacks)? 8. How many main meals (breakfast, lunch, dinner) do you have a day?

Semn bun: Mesele în familie sunt încă frecvente

76% iau cel puțin o masă pe zi cu familia

Frecvența meselor în familie:



Robson, S. et al., Family Meal Frequency, Diet, and Family Functioning: A Systematic Review With Meta-analyses, Journal of Nutrition Education and Behavior (JNEB), 2020



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OBICEIURI MODERNE LA MASĂ

Cine decide ce mâncăm, în familiile cu copii?



Toată familia,
împreună cu
copiii



Unul dintre
părinți



Meniu echilibrat



Zilnic



Cine decide ce mâncăm, în familiile fără copii?



Ambii
parteneri



Unul
dintre
parteneri



Unul din
membrii
familiei
extinse



De 2-5 ori pe săptămână



Rareori

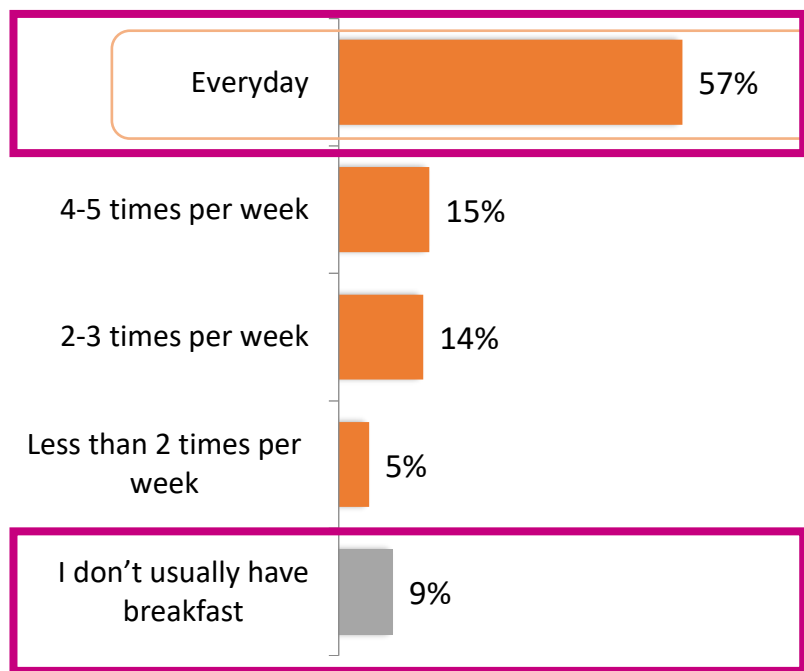
Sursa:
Sondaj Nestlé România, în parteneriat cu Itsy Bitsy și Asociația Părinților Isteți

Doar micul dejun are încă de suferit

78% iau micul dejun acasă, 16% la birou;
79% mic dejun homemade, 10% de la covrigărie/patisserie

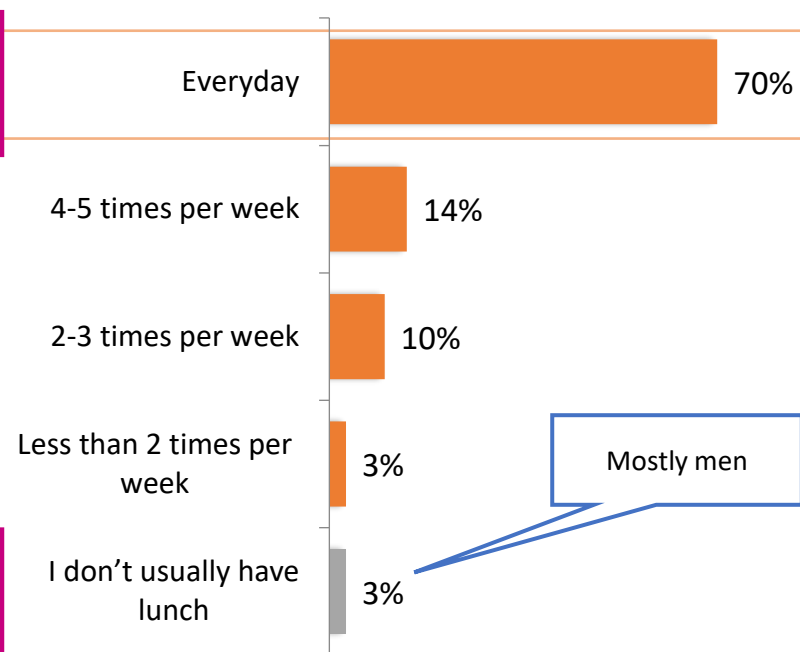
Frecvența consumului
în media 5,1/săpt

Frecvența micului dejun



Frecvența consumului
în media 5,9/săpt

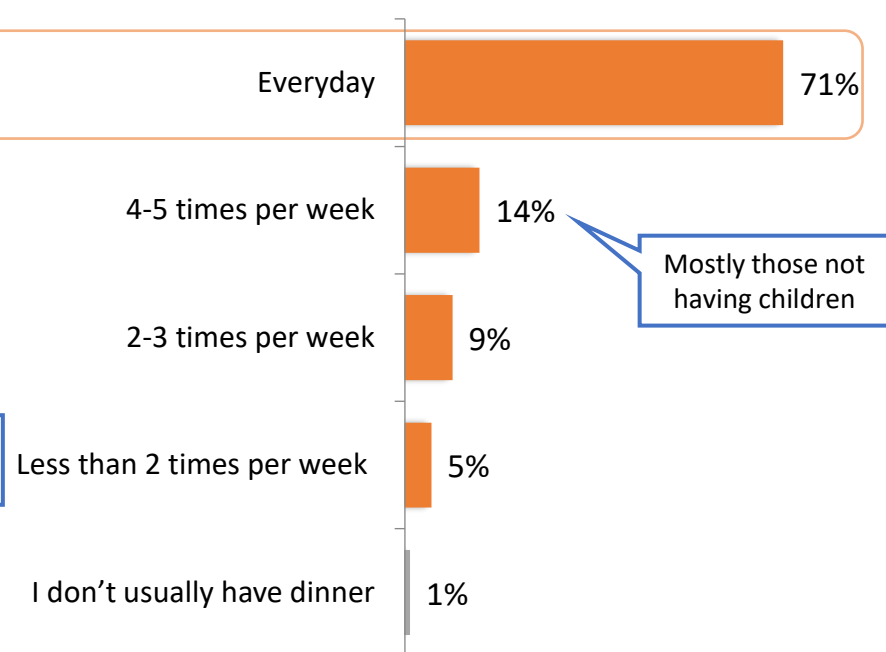
Frecvența prânzului:



Mostly men

Frecvența consumului
în media 5,9/săpt

Frecvența cinei:



Mostly those not having children

Unit %, Base: Total N=800.

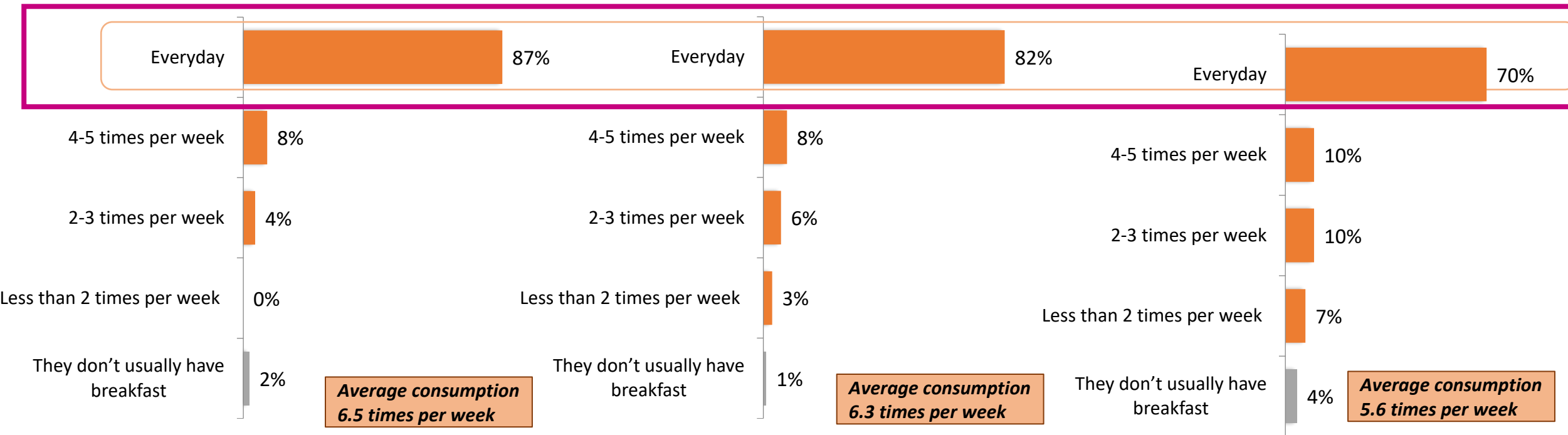
10. How often do you take breakfast? 16. How often do you take lunch? 16a. What is your usual lunch time? 17. How often do you take dinner?

Frecvența micului dejun – mai mare în rândul copiilor

0-4 ani:

5-9 ani :

10-16 ani:

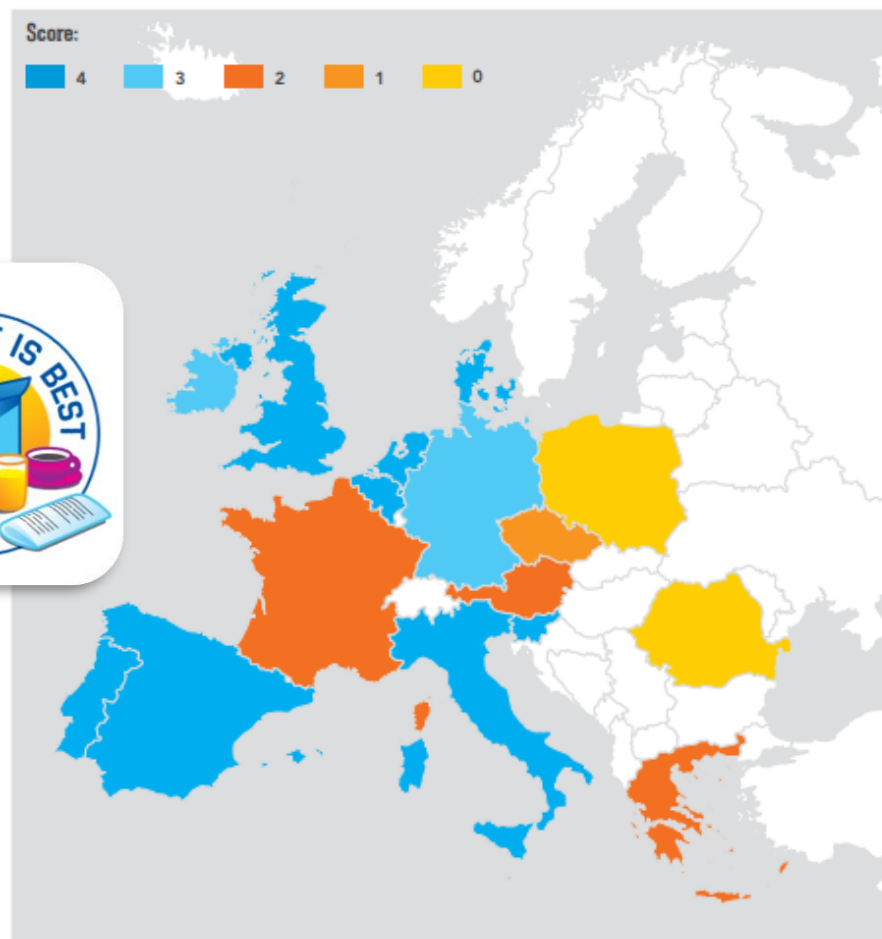


Unit %, Base: those who have children aged 0-4 years N=180.

Unit %, Base: those who have children aged 5-9 years N=154.

Unit %, Base: those who have children aged 10-16 years N=148.

Country Score Map



The above map represents overall performance based on how well each country's government meets the four criteria:

1. Does the Ministry of Health or another national ministry reference the importance of breakfast in its official documentation or communications?
2. Does the Ministry of Health or another national ministry actively monitor and measure breakfast consumption data as a key indicator of health and well-being?
3. Is the information provided by public authorities on breakfast consumption and related health and lifestyle aspects clear and user-friendly?
4. Does the government organise or support ongoing campaigns to promote the consumption of breakfast and to raise awareness of its benefits?

The Importance of Breakfast in Europe: A Review of National Policies and Health Campaigns, 2017

EASTERN EUROPE (POLAND, ROMANIA, BULGARIA, HUNGARY, SLOVAKIA)

Breakfast in Eastern Europe tends to be similar to that of Northern Europe but includes eggs and vegetables, such as cucumber and tomato.



	energy kJ / kcal	fat g	saturates g	sugars g	salt g
Coffee (125 ml)	0.0 / 0.0	0.0	0.0	0.0	0.0
2 slices of white bread (60 g)	672.7 / 160.8	1.7	0.5	0.0	0.9
Salami (40 g)	577.3 / 138.0	11.9	4.4	0.1	1.4
Egg (50 g)	317.9 / 76.0	5.6	1.9	0.2	0.1
Cucumber (50 g)	16.7 / 4.0	0.0	0.0	0.6	0.0

European Breakfast Cereal Association

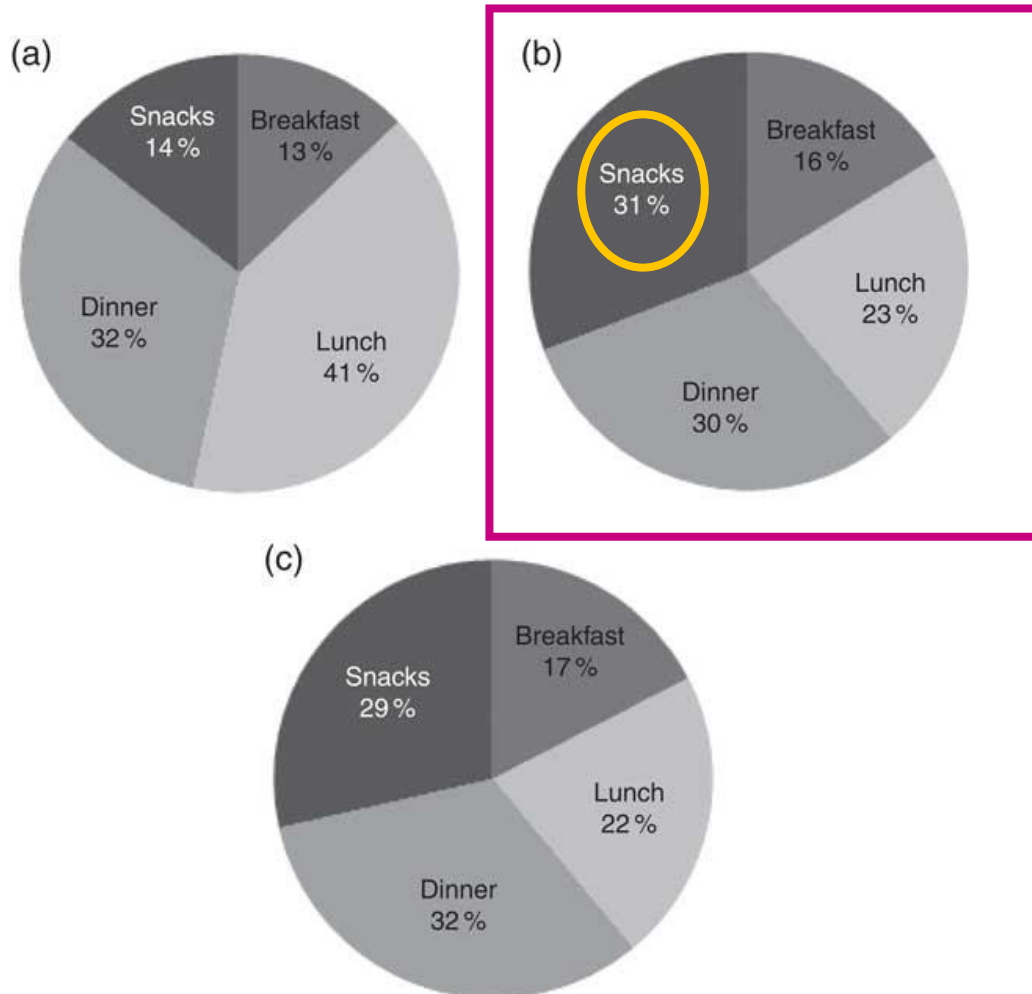


European Breakfast Cereal Association, 2015



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EPIC Study, 2016

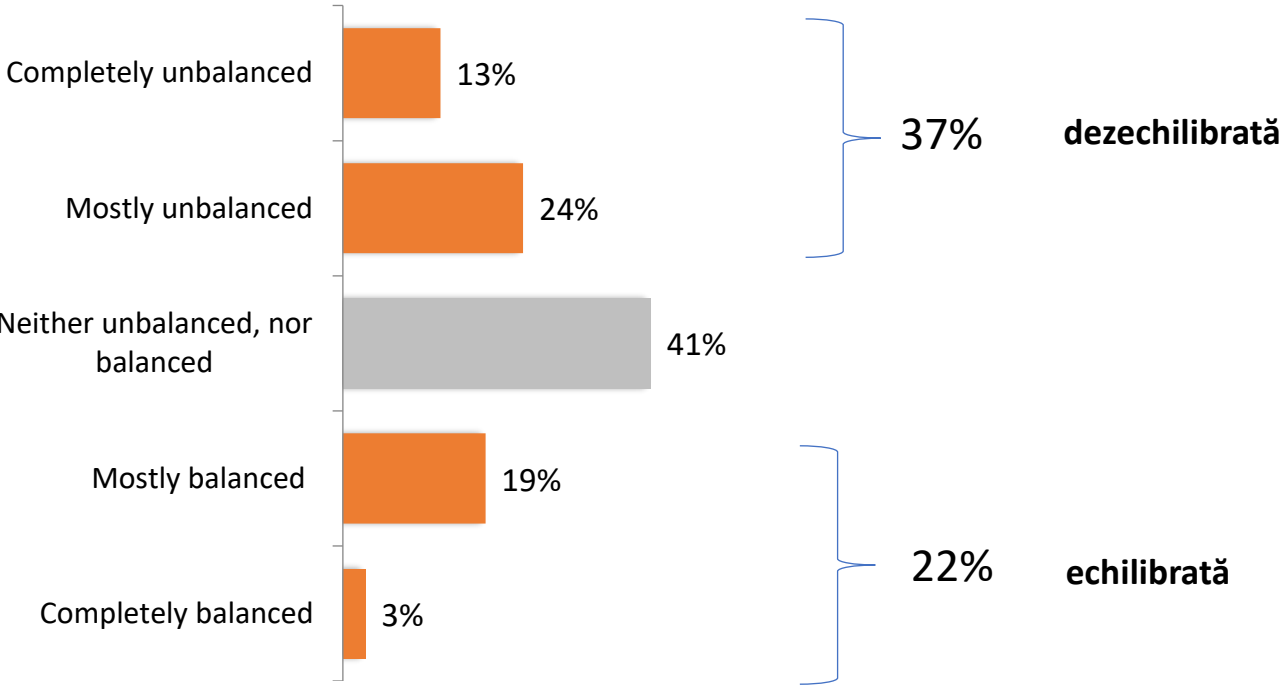


- Fig. 3 The proportion of daily energy intake consumed as breakfast, lunch, dinner and snacks in (a) Mediterranean, **(b) central European** and (c) Nordic countries for women and men combined; European Prospective Investigation into Cancer and Nutrition (EPIC) calibration study

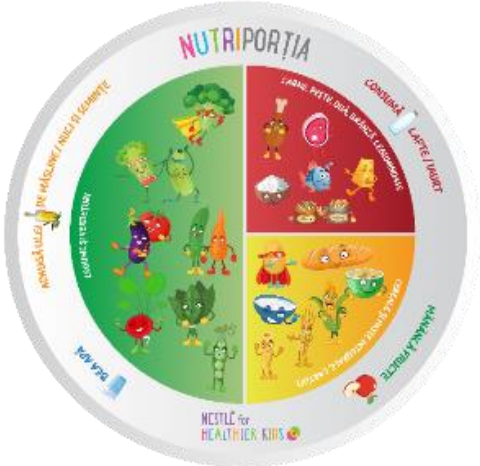
Huseinovic, E., Winkvist, A., Slimani, N., Park, M., Freisling, H., Boeing, H., . . . Forslund, H. (2016). Meal patterns across ten European countries – results from the European Prospective Investigation into Cancer and Nutrition (EPIC) calibration study. *Public Health Nutrition*, 19(15), 2769-2780. doi:10.1017/S1368980016001142

Cât de echilibrată e farfuria românilor?

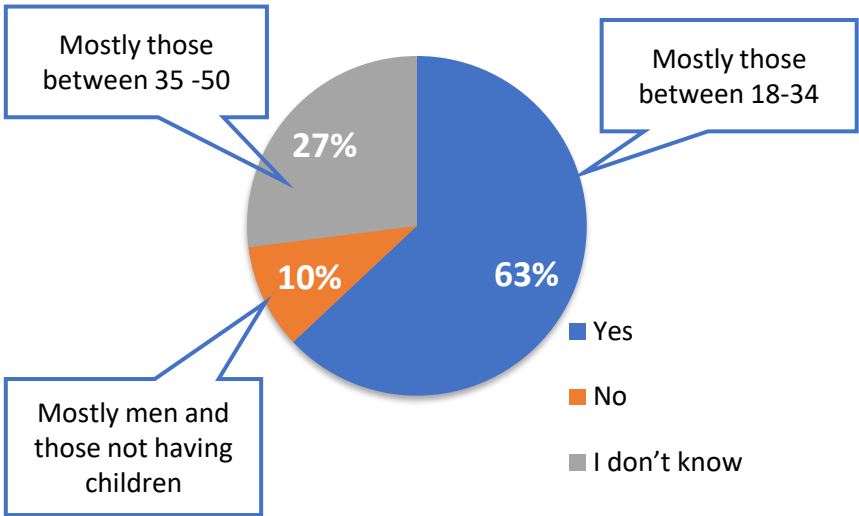
Cât de echilibrată este farfuria ta?



Unit %, Base: Total N=800.



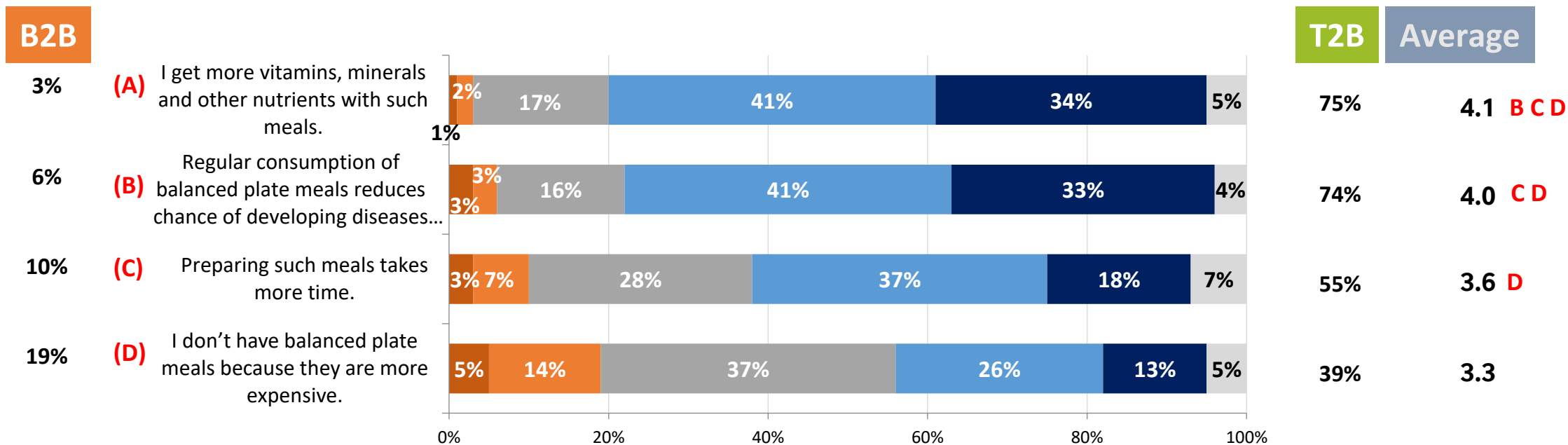
Te-ar putea ajuta NutriPortia să ai mese mai echilibrate?



Unit %, Base: those who have heard for NutriPortia and know what it stands for N=70.

35. Do you think NutriPortia could help you and your family have more balanced meals? 33. How balanced your plate is?

Bariere pentru mesele echilibrate: 55% timpul de preparare, 39% costul



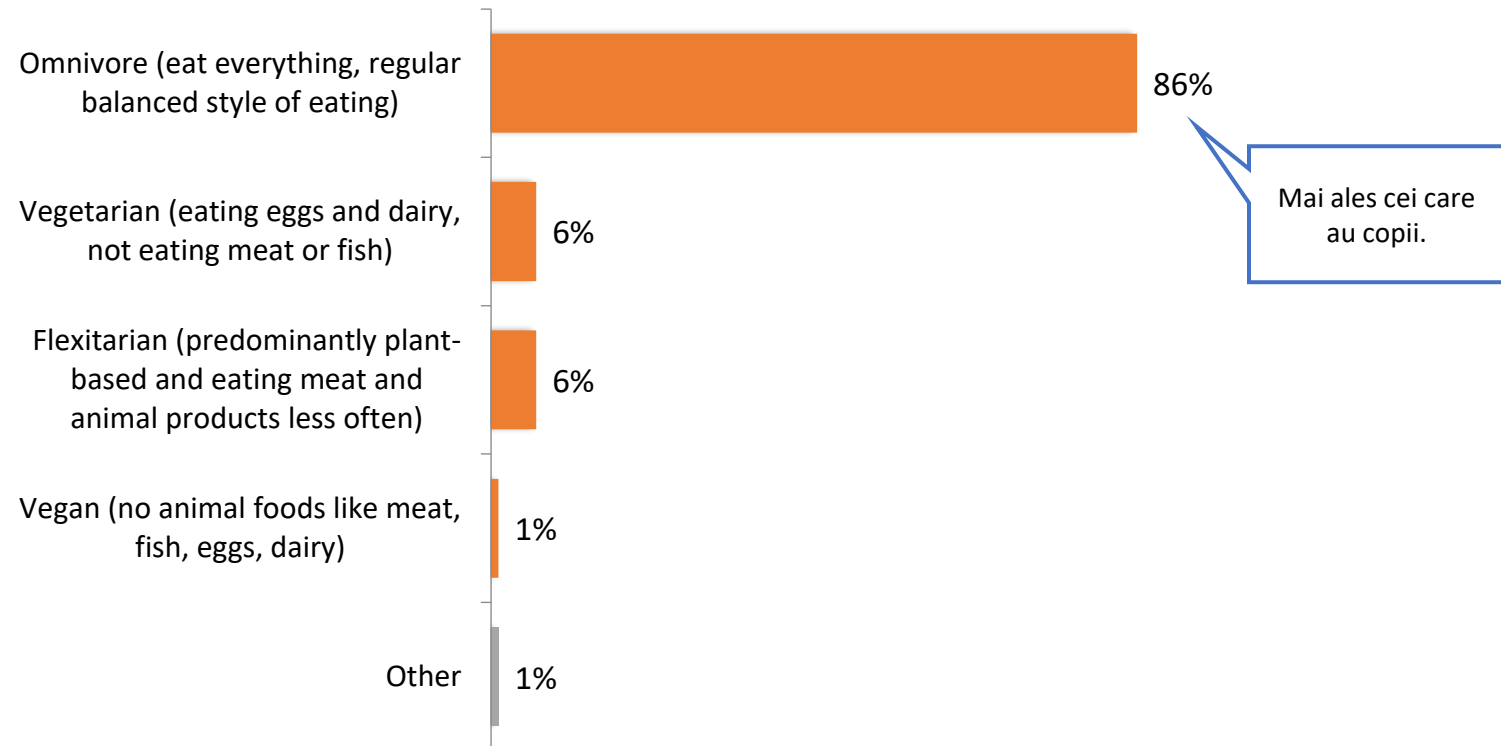
*category codes next to a certain value indicate a statistically significant difference in relation to the category marked by certain code

Unit %, Base: Total N=800.

36. When it comes to balanced plate meals, how much do you agree with the following statements?

Stilurile de alimentație

Nimic surprinzător, majoritatea suntem omnivori, dar cei 13% par a fi în creștere.



Unit %, Base: Total N=800.

18a. ¹²How would you describe your eating style?

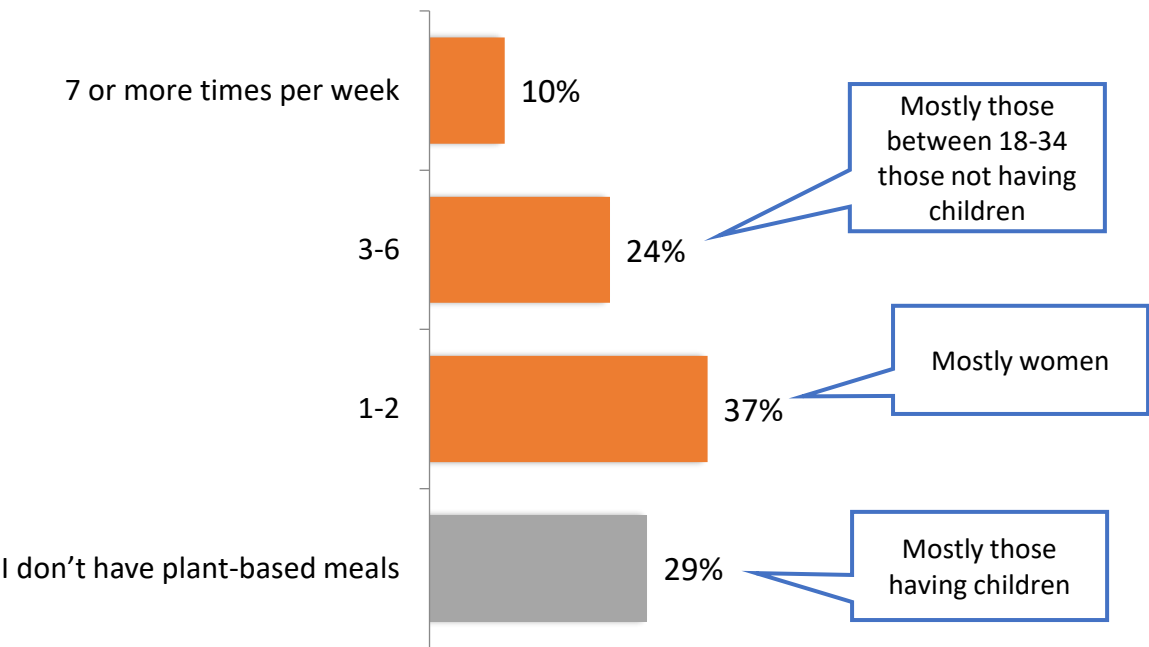


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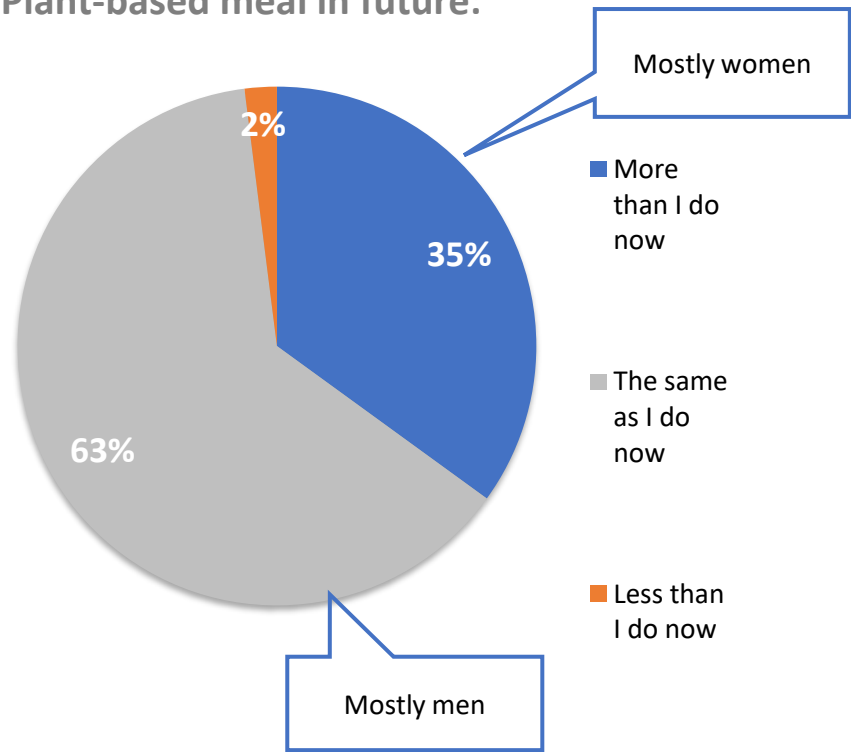
Intenția mare de a consuma mai multe mese pe bază de plante

Mesele pe bază de alimente vegetale (plant-based) sunt mai frecvente pentru 34% dintre români, cei cu copii nu apelează la mesele pe bază de plante.
35% își doresc să consume mai multe mese pe bază de plante în viitor.

Plant-based meals a week:



Plant-based meal in future:



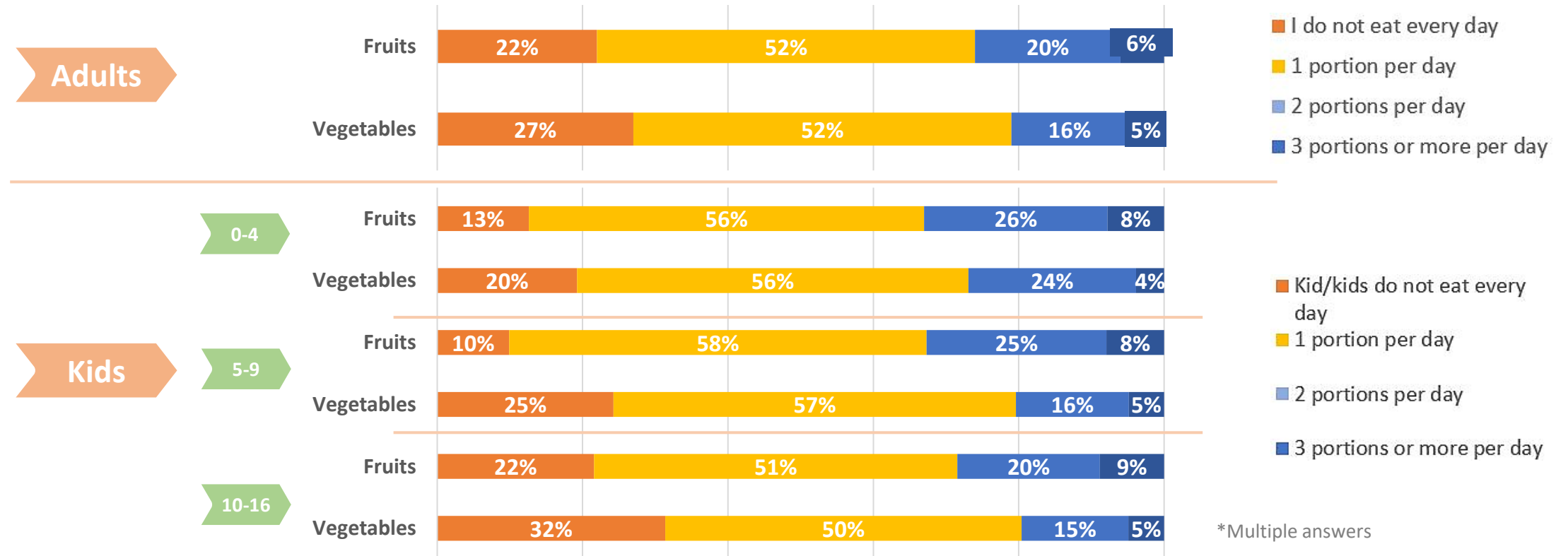
Unit %, Base: Total N=800.

20. How many plant-based meals (lunches and/or dinners) do you have a week? Please note plant based are meals that don't include animal products (meat, eggs, fish, milk and dairy).

21. How many plant-based meals do you intend to have in the future?



Doar 26% dintre adulți consumă 2-3 porții de fructe/zi Doar 21% consumă 2-3 porții de legume/zi Copiii preferă fructele

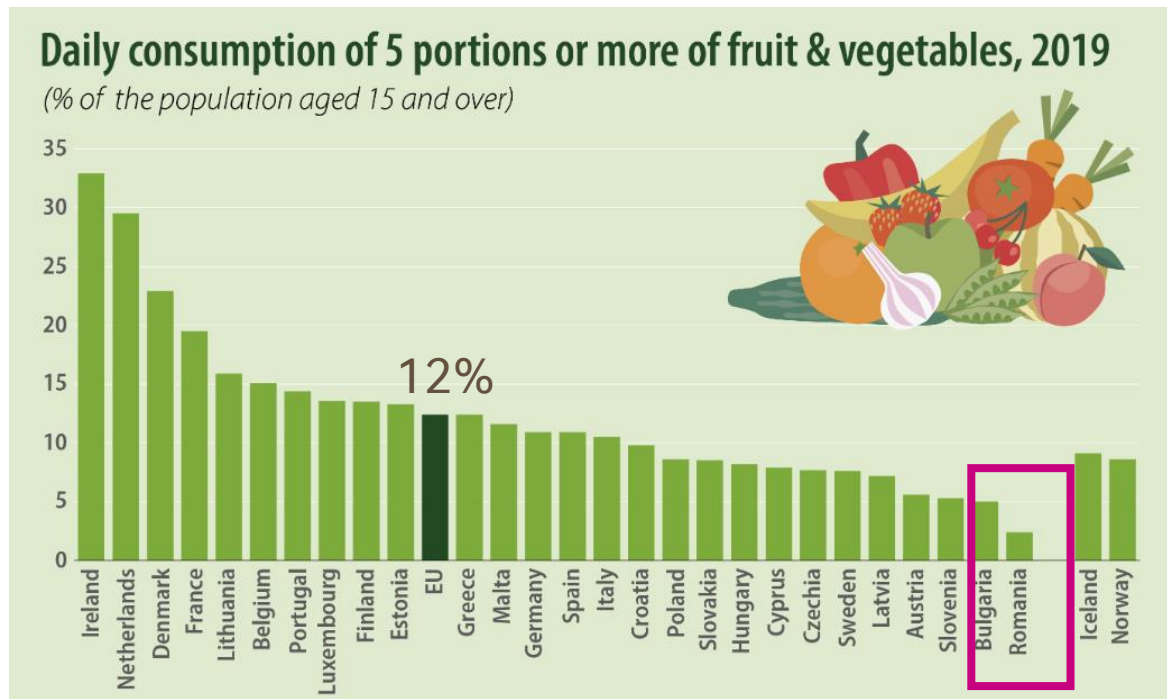
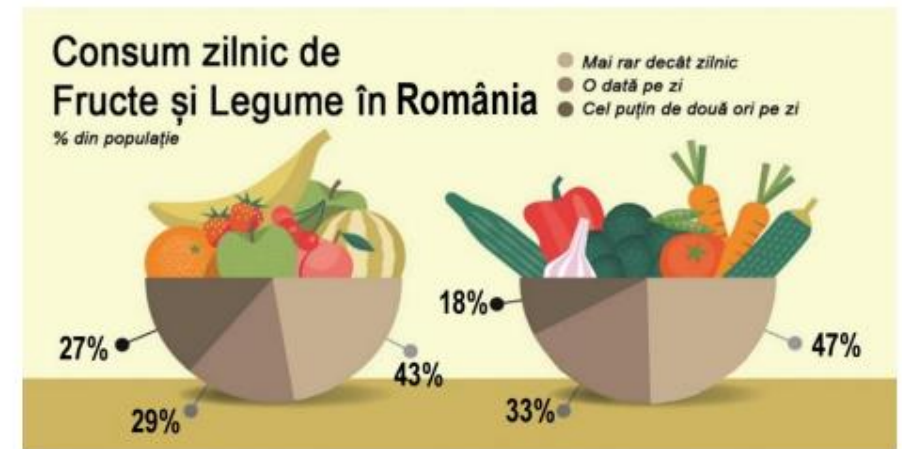
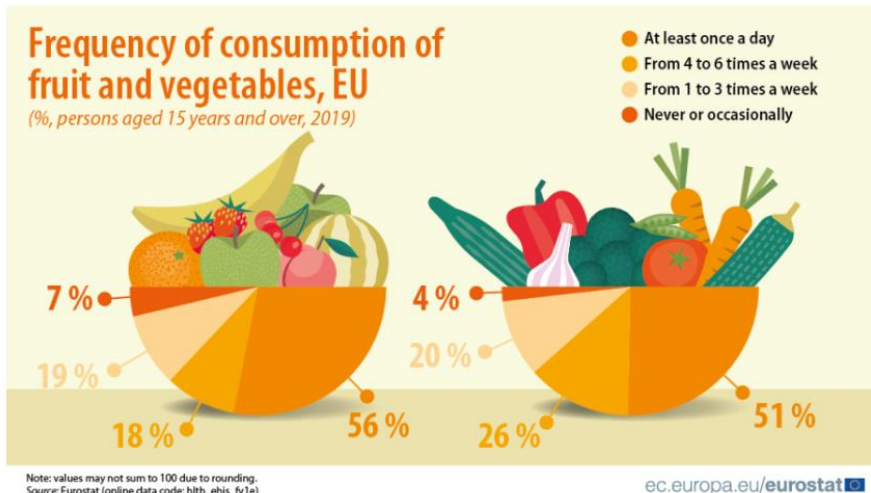


Unit %, Base: Total N=800.

Unit %, Base: those who have children aged 0-4 years N=180. Unit %, Base: those who have children aged 5-9 years N=154. Unit %, Base: those who have children aged 10-16 years N=148.

25b. How many portions of the following do you have per day? 26. How many portions of the following do your kid/kids have per day?





OMS: o dietă sănătoasă include consumul zilnic a minim 400 g. (5 porții) de fructe și legume (în afară de cartofi); leguminoase, nuci și cereale integrale.

Rezultate sondaj INSP 2021:

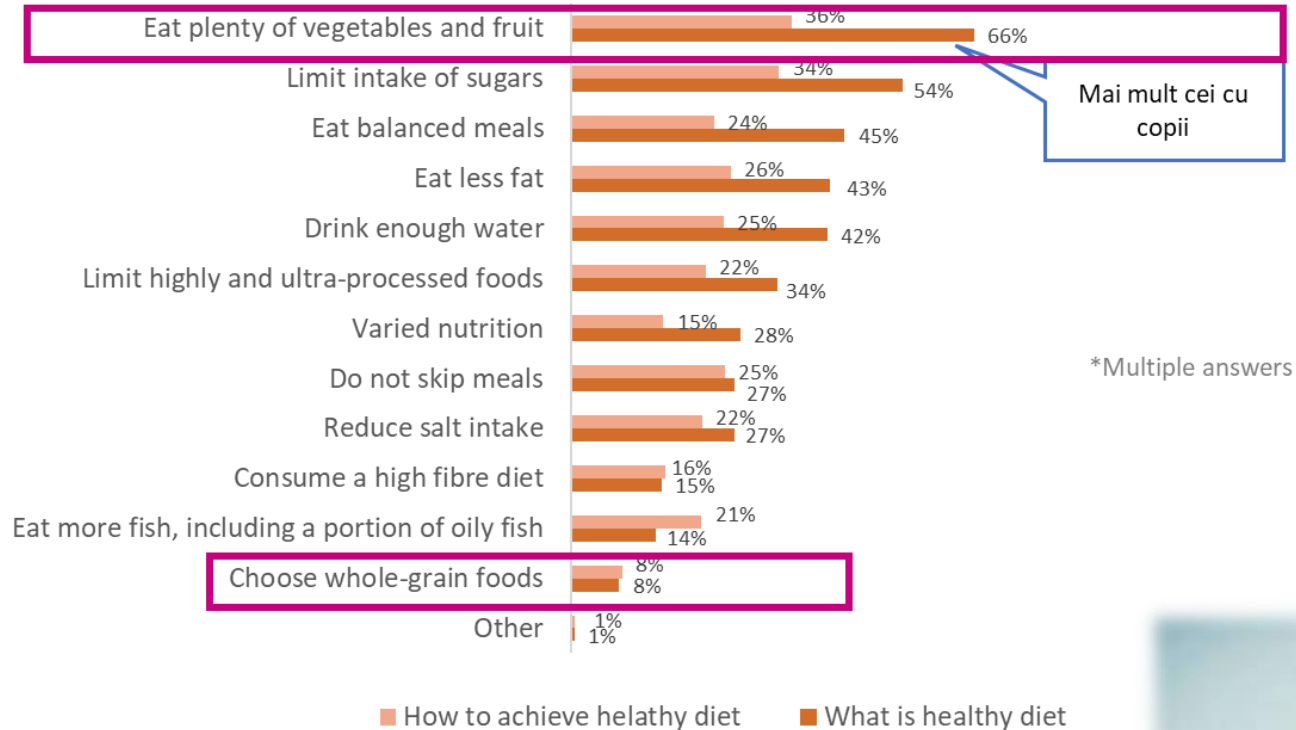
6 din 10 persoane consumă 2 porții de fructe pe zi.



5 din 10 consumă 3 porții de legume pe zi.



Românii știu/recunosc că unul dintre componentele unei alimentații sănătoase este consumul de legume și fructe

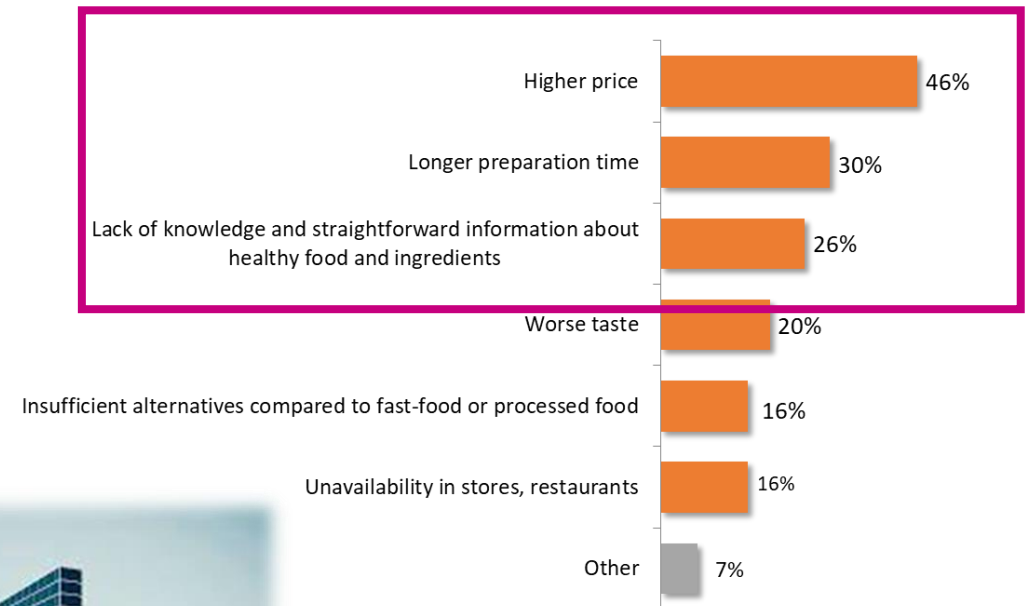


Unit %, Base: Total N=800.

28. Based on your opinion, what does a healthy diet mostly refers to?

29. Based on your opinion, what do you think is mostly missing in your diet to make it healthier?

Bariere: buget, timp, educație



Unit %, Base: Total N=800.

30. What are the main barriers that have kept you from making your diet healthier?



Food inflation rate in July 2023

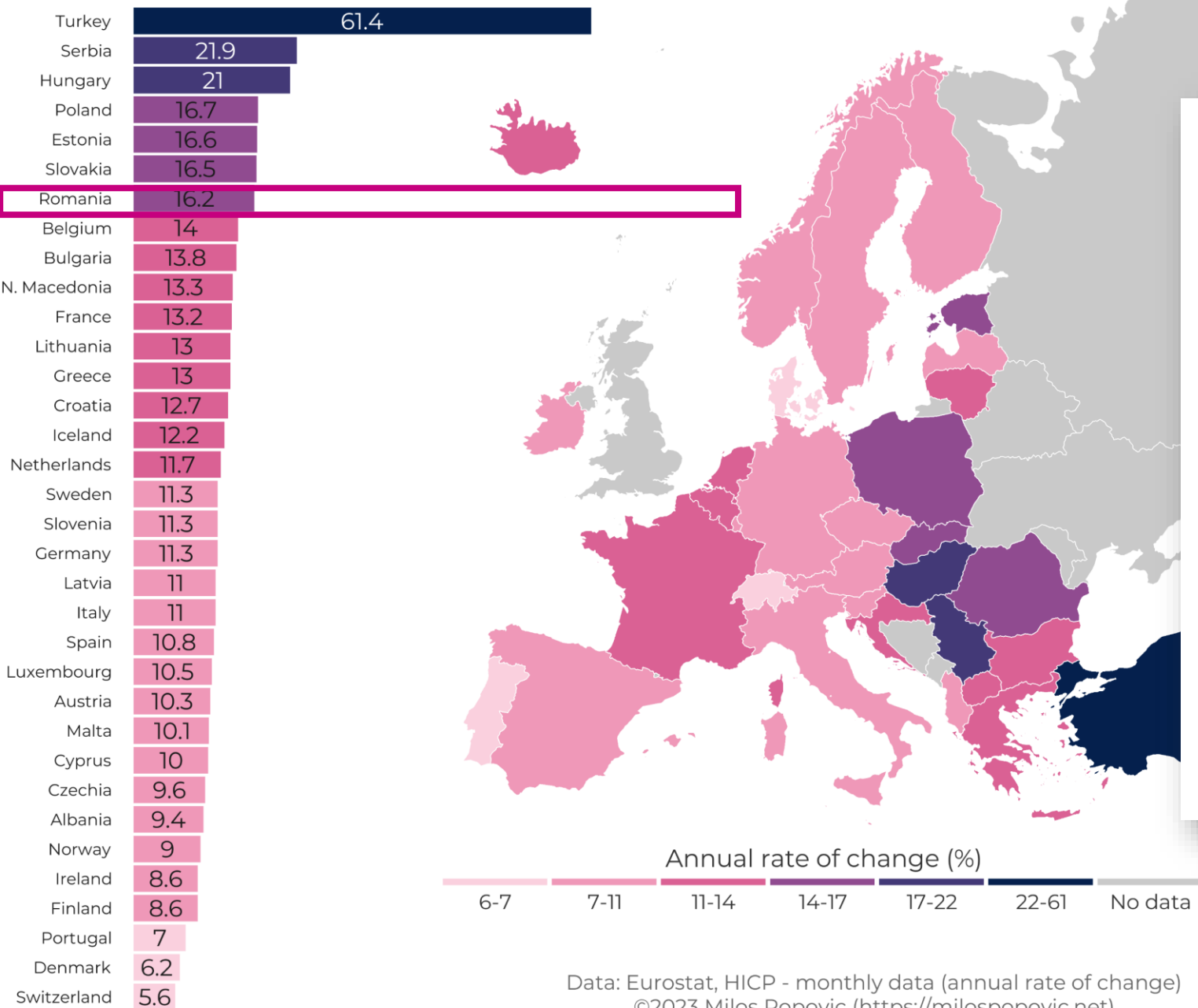
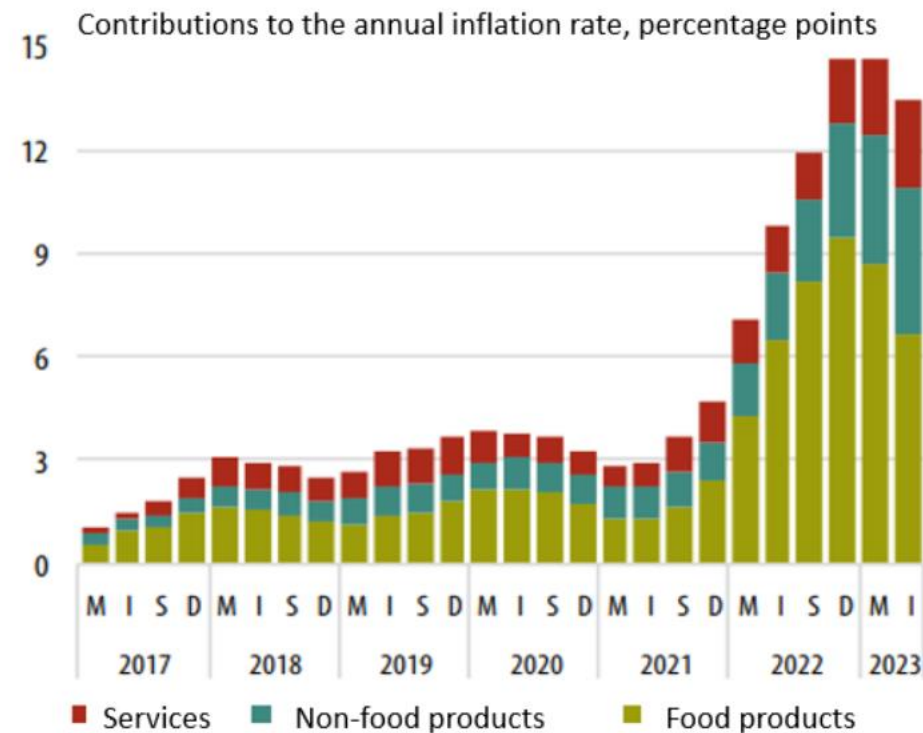


Figure 2. Components of core inflation in Romania



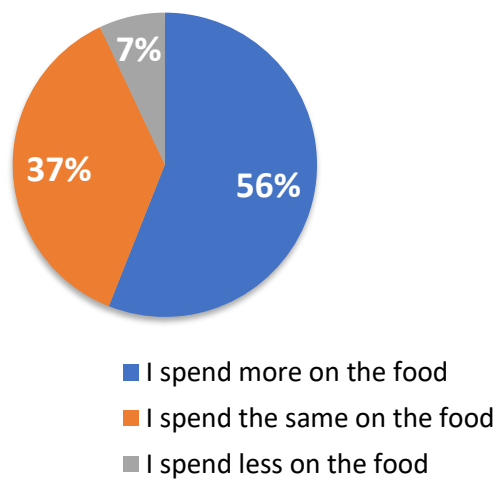
Source: National Bank of Romania, 2023, p.16



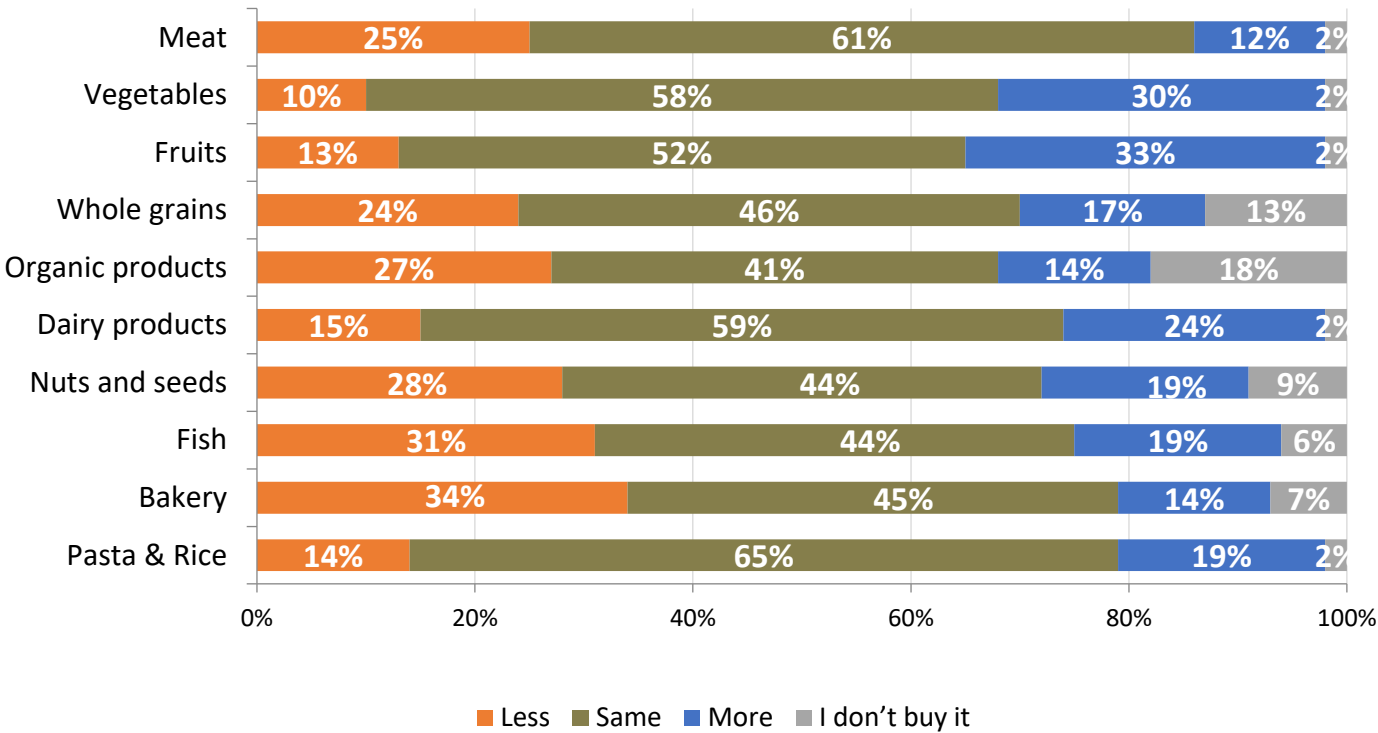
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Inflația și efectele sale asupra alimentației: 56% cheltuie mai mult pe mâncare, dar cumpără mai rar: carne, cereale integrale, bio, oleaginoase și semințe, pește, pâine și patiserie

Bugetul pentru mâncare comparat cu anul precedent:



Bugetul pentru mâncare Cum s-a modificat frecvența de cumpărare față de anul precedent?



Unit %, Base: Total N=800.
 37. How has food budget in your household changed compared to the previous year?
 38. How much has the frequency of buying the following foods in your household changed compared to the previous year?

Muțumesc!