



ESG Global & Local Trends

Standard Report Offer 2025

A decorative graphic in the top right corner consisting of a blue gradient triangle pointing downwards and to the left, overlaid on a row of colorful pencils (green, yellow, orange, red, pink, purple) standing upright against a white background with horizontal lines.

confident
decisions



Why This Study?

All you need in one place

Large variety of indicators, so you know if it is worth to communicate about ESG policies, what policies to highlight, how to communicate them and how to improve your company's image in terms of ESG.

Available trends

Learn the trends so that you can adapt your ESG policies and communication based on consumers' growing and adapting needs and attitudes.

Local data, global context

Puts Romania data in both a regional context (Europe) and in a Global context, with data from 10+ countries and 3 continents.

Custom analyses

Want dedicated comparisons between specific countries or on specific demographics? We can cover them with our custom analyses and with additional consulting based on your needs.



Specifications

Country	2023	2024	2025
EUROPE			
RO 	✓	✓	✓
GR 	✓	✓	✓
HR 	✓	✓	✓
HU 	✓	✓	✓
IT 	✓	✓	✓
DE 	✓	✓	✓
FR 	✓	✓	✓
BE 	✓	✓	✓
SE 	✓	✓	✓
UK 	✓	✓	
TR 	✓		
Americas & Asia			
CA 	✓	✓	✓
US 	✓	✓	✓
BR 	✓	✓	✓
CN 	✓	✓	✓
TH 	✓	✓	✓
PH 	✓		



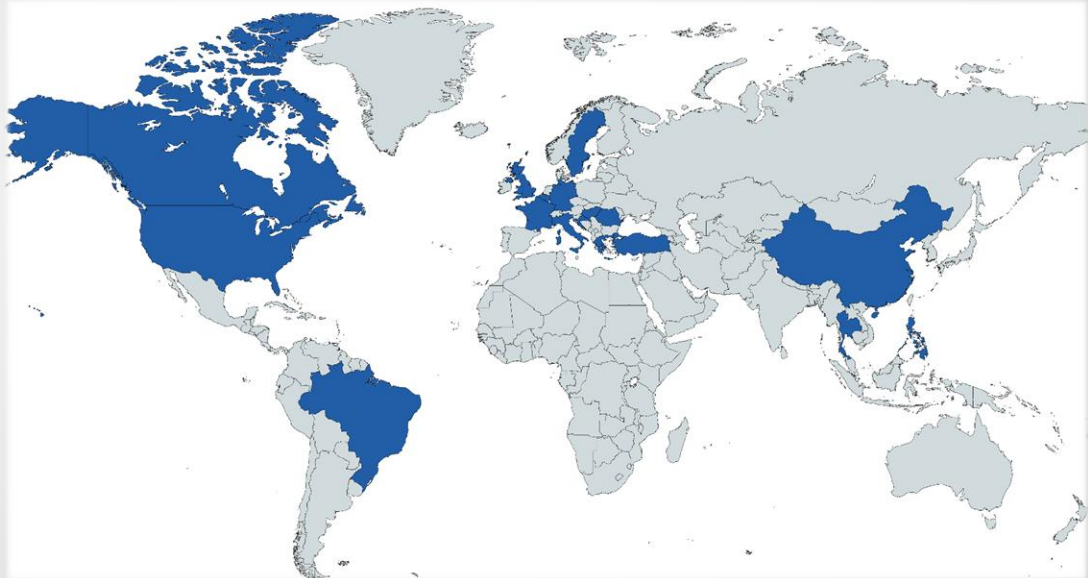
500 CAWI interviews per country, per year



18-65 y.o.



Study conducted with partners from AGMR network



How Can it Help You?

Assess the relevance & prevalence of ESG-related behaviors to guide communication efforts.

Do consumers want to purchase energy from renewable sources, to purchase local products or organic products, to choose banks according with the nature of their investments? Which industries should promote their ESG activities to customers?

Explore perceptions for companies with ESG policies to refine messaging for clients and employees.

Are people interested in learning about ESG efforts? Do they trust companies genuinely applying ESG, or view it as PR? Which ESG pillar—environmental, social, or governance—matters most? Do ESG policies influence employer choice?

Gauge willingness to pay more for products from companies with ESG commitments.

Are consumers ready to pay a premium for ESG-aligned products? If so, in which categories—beverages, fresh food, cosmetics, cleaners, pharmaceuticals, electronics, appliances, transport, energy, banking, telecom, vehicles, hotels, clothing?

Identify effective ways to communicate ESG policies with credibility and impact.

Should companies use expert reviews, media coverage, product labels, in-store displays, or influencers? Is third-party validation (certifications, audits) more trusted than direct messaging? What channels work best: websites, QR codes, store sections? What content resonates: recyclability, raw materials, or energy use?

All indicators are listed in the annex.



Demographics

Indicators can be analysed separately by demographics by country, by year:



Urban/rural
City size
Region



Gender



Household
net income



Education



Age



Working status



Deliverables and Fees

- > Standard report in PowerPoint:

- > Charts for each indicator with trends for **Romania** and comparison with **Europe** and **Global** data.
- > Highlights of differences by demographics in Romania.
- > Key findings and general recommendations.
- > By buying the report you gain priority feedback in discussions on new indicators for the 2026 wave in Romania (e.g. addressing specific industries, specific companies).

- > Cost for standard report: EUR 2000 +VAT

- > Additional cost for custom analyses (besides the standard report): 60 EUR+VAT per manhour.
- > Payment is made after delivery of the standard report.
- > The payment will be made in RON, at the exchange rate valid for the day of invoicing, in maximum 7 calendar days from receiving the invoice.



Annex - All Measured Indicators – similar for all countries	2023	2024	2025
Most important issues the country faces		✓	✓
Frequency of 24 ESG-related behaviours		✓	✓
Importance attributed to 24 ESG-related behaviours		✓	✓
Familiarity with ESG term	✓	✓	✓
Agreement with 6 statements about companies' relationship with ESG	✓	✓	✓
General attitude towards companies that pay attention to ESG goals	✓	✓	✓
Ranking of the 3 ESG pillars by relative importance	✓	✓	✓
Importance of ESG policies when making purchasing decisions in general	✓	✓	✓
Willingness to pay a premium price for 22 products & services with ESG policies	✓ ¹	✓	✓
Interest and importance of communication from companies about ESG policies	✓	✓	✓
Information sources they would rely on for ESG info from companies	✓	✓	✓
Info they want from companies about ESG activities & environmental impact	✓	✓	✓
Preferred method for a product to disclose its environmental impact	✓	✓	✓
Familiarity and attitudes towards Greenwashing, Offsetting & Social washing	✓	✓	✓
ESG policies importance when choosing an employer & for their current employer	✓ ²	✓	✓
What institutions should lead the way in informing consumers about ESG issues	✓	✓	✓
Most important action a company can do for better ESG accountability		✓	✓

¹ In 2023 we measured the % they would pay additionally.

² In 2023 these two indicators were asked in one question.



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