

GERMANY

AUSTRIA

BELGIUM

BULGARIA

SPAIN

FRANCE

HUNGARY

ITALY

POLAND

PORTUGAL

CZECH REPUBLIC

ROMANIA

UNITED KINGDOM

SLOVAKIA

SWEDEN





Germany 15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept

In % who answered "I know exactly what it is"

Germany 15 countries

Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

Germany 15 countries

Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"

 \blacksquare Clothing and textiles Food retailers Mobile phone operators 53 | 53 **65** | 66 61 | 62

Image of low-cost offerings

Germany

15 countries

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? In %

55 | 57 Products that offer good value for money

Products that are cheaper to buy but whose quality is poor

Top 3 low-cost brands cited in %

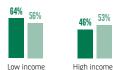


The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".





Top 3 motivations behind low-cost consumption*

In %

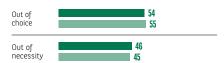
Offers good value for money 26 | 25 Allows savings to be made so that more money 21 26

is left over for other purchases A lack of financial resources

17 | 16

Satisfaction with low-cost products and services*

Low-cost consumption out of choice or necessity*



Is low-cost consumption considered demeaning*?

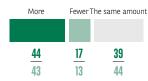
In % who answered "Demeaning"

Germany 15 countries

The expansion of the low-cost market -

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

Question to those who think the low-cost market will continue

More and more consumers will experience 50 51 financial difficulties Consumers will increasingly refuse to pay more for products whose price is unjustified

Given the climate emergency, it is preferable to keep developing products that are reduced to the bare essentials

28 24

The Germans are a little less clear on the meaning of the term "low-cost" than the European average. In the land of "hard-discount" stores, respondents cite major companies from this sector (Aldi, Lidl, Netto). This is a market that appeals more to lower-income earners than wealthier consumers, a gap fuelled partly by the fact that one-third of Germans see low-cost consumption as demeaning (the highest proportion in Europe). Those who believe the market will continue to grow consider its main strengths to be its capacity to cater for those who face financial difficulties and, to a lesser extent, the fact that it offers fairer prices.

^{*} Question to consumers of low-cost products



Austria 15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept

In % who answered "I know exactly what it is"

Austria



Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

15 countries

Image of low-cost offerings

Austria 15 countries

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? In %

50 | 57 Products that offer good value for money

Products that are cheaper to buy but whose quality is poor

Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"

Clothing and textiles



Food retailers

Mobile phone operators 54 | 53

63 | 66

57 | 62

Top 3 low-cost brands cited In %

Austria Hofer Lidl 15 Spar

15 countries Lidl

The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".



58% 56%

Low income

53

54

High income

Top 3 motivations behind low-cost consumption*

Allows savings to be made so that more money is left over for other purchases 23 | 25

Offers good value for money

A lack of financial resources

Low-cost consumption out of choice or necessity*

50 | 43

17 | 16



Out of necessity

Satisfaction with low-cost products and services*

15 countries

Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"

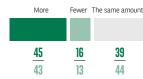


* Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

on which products they buy

Ouestion to those who think the low-cost market will continue to arow. In %

More and more consumers will experience financial difficulties	60 51
Consumers will increasingly refuse to pay more for products whose price is unjustified	28 33
Consumers will place less and less importance	25 28

People's awareness of the low-cost concept is very poor in Austria, where it is perceived to be only moderately well developed. The main brands cited are from the hard-discount segment (Hofer/Aldi, Lidl, Spar), which more than any other places an emphasis on attractive prices, but to the detriment of quality. Nonetheless, consumers (primarily those on lower incomes) state that they are relatively satisfied with these offerings for their own reasons, whether it be through choice or necessity. Those who expect the low-cost market to grow are more likely than other Europeans to view it as a good solution for consumers facing financial difficulties.



Belgium 15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept

In % who answered "I know exactly what it is"



Image of low-cost offerings

Belgium

Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

Belgium	55
15 countries	6

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? In %

Products that offer good value for money 48 | 57

Products that are cheaper to buy but whose quality is poor

Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"



Top 3 low-cost brands cited In %

•				
Belgium		15 count	ries	
Ryanair	28	Lidl		16
Aldi	16	Ryanair		14
Lidl	14	Aldi		11

The era of unashamed low-cost consumption

15 countries

Frequency of low-cost consumption

In % who "Often consume".





Top 3 motivations behind low-cost consumption*

In %

Allows savings to be made so that more money is left over for other purchases	25	26
Offers good value for money	25	25

Satisfaction with low-cost products and services*

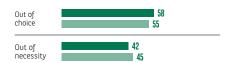
A lack of financial resources



Low-cost consumption out of choice or necessity*

In %

16 | 16



Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"



^{*} Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %

More	Fewer	The same amount
40	13	47
43	13	44

Reasons why it is expected to grow

Question to those who think the low-cost market will continue to grow. In %

More and more consumers will experience financial difficulties	55 51
Consumers will increasingly refuse to pay more for products whose price is unjustified	31 33

Consumers will place less and less importance on which products they buy

Compared to other Europeans, the Belgians are less well informed about the low-cost model, consider it less well developed and have a rather negative image of the concept. The market is structured around cheap, low-quality products that are considered less appealing than in other countries, regardless of income. Many Belgians feel that this type of consumption is demeaning. However, when they do opt for low-cost offerings (more often out of choice than necessity), consumers tend to be quite satisfied. The market's image revolves firmly around the notion of price cutting and consumers believe it will continue to grow in a tough economic climate that could see more and more households tighten their budgets.



Bulgaria 15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept

In % who answered "I know exactly what it is"

72 Bulgaria 15 countries

Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

15 countries

Image of low-cost offerings

Bulgaria 15 countries Perceived quality of low-cost offerings Generally speaking, would you say that low-cost products and services are...? In %

Products that offer good value for money

Products that are cheaper to buy but whose quality is poor

Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"

Clothing and textiles Food retailers Household appliances 52 | 51 62 | 66 55 | 62

Top 3 low-cost brands cited In %

Bulgaria 15 countries Wizz Air LidI

The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".



Bulgaria 54 15 countries 54





Top 3 motivations behind low-cost consumption*

Allows savings to be made so that more money is left over for other purchases

Offers good value for money

26 | 25

A lack of financial resources **21** | 16

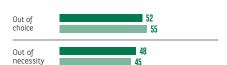
Satisfaction with low-cost products and services*

15 countries

Low-cost consumption out of choice or necessity*

49 | 57

51 43



Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"

Bulgaria 15 countries

* Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

Ouestion to those who think the low-cost market will continue

financial difficulties	51 51
Consumers will place less and less importance on which products they buy	30 28

Consumers will increasingly refuse to pay more for 27 | 33 products whose price is unjustified

The majority of Bulgarians claim to be familiar with the term "low cost", but only a minority feel that the sector is well developed in their country. They mainly associate the concept with air travel (WizzAir, Ryanair) and food retail (Lidl). Low-cost consumption in the country is in line with the European average and is almost equally popular among the low and high-income groups. However, here more than elsewhere the practice tends to be driven by necessity rather than choice and the level of satisfaction with these offerings is also lower. While they believe it has the potential to grow further in what is a tough economic climate for consumers, Bulgarians are slightly less likely than average to say they will make more low-cost purchases in the future.



Spain 15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept

In % who answered "I know exactly what it is"



Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

Spain	6
15 countries	60

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? In %

Products that offer good value for money 62 | 57

Products that are cheaper to buy but whose quality is poor

Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"



Top 3 low-cost brands cited in %

Spain		1	15 count	ries
Ryanair	20		Lidl	16
Primark	18		Ryanair	14
Vueling	9		Aldi	11

Image of low-cost offerings

Spain 15 countries 6.8/10 6.5/1

The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".



Spain 63
15 countries 54





Top 3 motivations behind low-cost consumption*

In

Allows savings to be made so that more money is left over for other purchases

28 | 26

Offers good value for money

27 | 25

You want to consume less

12 | 13

Satisfaction with low-cost products and services*

Spain 15 countries **7.1**/10 **6.8**/10

$\label{low-cost} \mbox{Low-cost consumption out of choice or necessity}^*$

In %



Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"

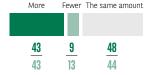


* Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

Question to those who think the low-cost market will continue to grow. In %

More and more consumers will experience financial difficulties	52 5 1
Consumers will increasingly refuse to pay more for products whose price is unjustified	35 33

Consumers will place less and less importance on which products they buy

Spain is one of Europe's bastions of low-cost consumption. Its inhabitants are better informed than others about the concept and more likely to consider it well developed. They associate it most with the textile and airline industries. Blessed with a generally positive image, the low-cost market is synonymous with value for money in the minds of the majority of Spaniards, who tend to purchase these products out of choice and without any sense of shame. This is the equation that makes it more likely here than elsewhere to appeal to all types of consumer (low and high income). It is seen as a genuine alternative that enables consumption strategies to be optimised and which generates a much higher level of satisfaction than in other countries.



France 15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept

In % who answered "I know exactly what it is"

France 15 countries

Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

15 countries

Image of low-cost offerings

France 15 countries

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? In %

52 | 57 Products that offer good value for money

Products that are cheaper to buy but whose quality is poor

Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"

Food retailers Air travel Clothing and textiles 74 | 62 74 | 58 69 | 66

Top 3 low-cost brands cited In %



The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".



France 41 15 countries 54







Top 3 motivations behind low-cost consumption*

is left over for other purchases

Offers good value for money

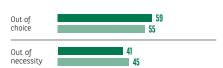
Allows savings to be made so that more money

25 | 25

A lack of financial resources **15** | 16

Satisfaction with low-cost products and services*

Low-cost consumption out of choice or necessity*



Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"

30 France 15 countries

* Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %

More	Fewer	The same amour
37	10	53
43	13	44

Reasons why it is expected to grow

Ouestion to those who think the low-cost market will continue to grow. In %

More and more consumers will experience financial difficulties	54	51
Consumers will increasingly refuse to pay more for products whose price is unjustified	37	33

Consumers will place less and less importance on which products they buy

France is relatively familiar with the low-cost concept.

While better understood and more likely to be perceived as well developed than elsewhere in Europe, the low-cost market enjoys a somewhat mixed image in France (low prices and low quality), which limits its appeal to consumers. Although in some cases this market is viewed as offering consumers a sensible alternative (as a choice rather than a necessity), they derive only moderate satisfaction from these purchases and are less likely than average to increase their low-cost consumption in the future. Yet, this market is expected to grow further, driven by a combination of budget constraints and an increasing desire to pay no more than a fair price.



Hungary 15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept In % who answered "I know exactly

what it is"

59 Hungary 15 countries

Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

Hungary 15 countries

Sectors in which the low-cost segment is perceived to be the most well developed Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"

 \blacksquare Clothing and textiles Food retailers Mobile phone operators **65** | 66 61 | 62 60 | 53

Image of low-cost offerings

Hungary 15 countries

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? In %

Products that offer good value for money

Products that are cheaper to buy but whose quality is poor

70 | 57

21 26

Top 3 low-cost brands cited in %



The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".



A lack of financial resources 29 | 16

Top 3 motivations behind low-cost consumption*

22 | 25 Offers good value for money

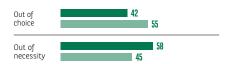
Allows savings to be made so that more money is left over for other purchases

Satisfaction with low-cost products and services*

Hungary

15 countries

Low-cost consumption out of choice or necessity*



Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"

Hungary 15 countries

* Question to consumers of low-cost products

The expansion of the low-cost market -

High income

Hungary

Expectation of future growth

Low income

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

Question to those who think the low-cost market will continue

More and more consumers will experience financial difficulties Consumers will increasingly refuse to pay more for products whose price is unjustified

Consumers will place less and less importance 23 28 on which products they buy

Hungary is fertile ground for the low-cost model. Its inhabitants are familiar with the concept and see it as offering good value for money. Hungarians state that they are avid consumers of low-cost products and services and, much like in other Eastern European countries, these are more likely to be purchased by higher earners. In what is a tough economic climate, Hungary is the only European country where the consumption of low-cost products is motivated chiefly by a lack of financial resources and the feeling of having no alternative. This is a situation that is expected to last and which, in many people's eyes, will lead more and more Hungarians to turn to these products and services in the future.



Italy 15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept

In % who answered "I know exactly what it is"

Italy 80
15 countries 55

Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

Italy 60 15 countries 60

Perceived quality of low-cost offerings

Products that offer good value for money 64 | 57

Products that are cheaper to buy but whose quality is poor

Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"

Air travel Clothing and textiles Food retailers

74 | 58 | 65 | 66 | 61 | 62

Top 3 low-cost brands cited In %



Image of low-cost offerings

6.9 / 10 6.5 / 10

The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".









Top 3 motivations behind low-cost consumption*

In 9

Allows savings to be made so that more money is left over for other purchases

Offers good value for money

A lack of financial resources

You want to consume less

Satisfaction with low-cost products and services*

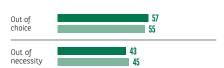
7/10 6.8/10

Low-cost consumption out of choice or necessity*

In %

12 | 16

12 | 13



Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"

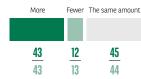


^{*} Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

Question to those who think the low-cost market will continue to grow. In %

More and more consumers will experience financial difficulties	51	51
Consumers will increasingly refuse to pay more for products whose price is unjustified	31	33

It offers products whose essential characteristics are of a quality comparable to that of traditional products

where the meaning of "low-cost" is best understood. It is most likely to be associated with air travel and clothing, benefits from a positive image (good value for money) and is seen as a shame-free opportunity, including by high-income earners. The Italians are more likely than other populations to opt for these products and services, but also to be satisfied with them, since this is an approach that gives them more leeway to make certain financial decisions (spend less on certain purchases to consume more elsewhere). This is a trend that is expected to continue, given the

financial strain that they believe more and more

people will come under in the future.

Along with Spain, Italy is the European country



Poland 15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept

In % who answered "I know exactly what it is"

Poland 21 15 countries 55

Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

Poland 38
15 countries 6

Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"







Household appliances

58 | 66

55 | 62

operators 49 | 53

49 | 51

Image of low-cost offerings

Poland 15 countries

6.5/10

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? In %

Products that offer good value for money

Products that are cheaper to buy but whose quality is poor

57

Top 3 low-cost brands cited in %

Poland	15 countries
Biedronka 10	Lidl 16
Lidl 5	Ryanair 14
Ryanair 4	Aldi 11

The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".



Poland
48
15 countries
54





Top 3 motivations behind low-cost consumption*

Ir

Allows savings to be made so that more money is left over for other purchases

A lack of financial resources

22 | 26

Offers good value for money

19 | 25

Satisfaction with low-cost products and services*

6.7/10 6.4

R 8/10

$\label{low-cost} \mbox{Low-cost consumption out of choice or necessity}^*$

In %



Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"



^{*} Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

Question to those who think the low-cost market will continue to grow. In %

More and more consumers will experience financial difficulties

Consumers will increasingly refuse to pay more for products whose price is unjustified

45 | 51 | 31 | 33

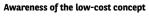
Consumers will place less and less importance on which products they buy

Poland is one of the countries where the low-cost concept is least well understood. Poles associate it with a variety of sectors, without any standing out in particular (clothing, food, but also mobile telephony, household appliances, etc.). The most frequently cited low-cost brand, ahead of Lidl and Ryanair, is a Polish supermarket chain (Biedronka). And if fewer Poles are able to define the concept, they are also less likely to consume these products and services. They are more likely than other populations to make such purchases out of (financial) necessity than choice, but this does not mean that they are dissatisfied with them. On the contrary, many highlight the good value for money these products and services offer.



Portugal 15 countries

Low-cost consumption, a well-established reality



In % who answered "I know exactly what it is"



Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"



Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"



Image of low-cost offerings

Portugal 15 countries

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? In %

icts	that offer	good value for	money	67	57	

Products that are cheaper to buy but whose quality is poor

Top 3 low-cost brands cited In %

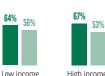


The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".





Top 3 motivations behind low-cost consumption*

In %

Offers good value for money Allows savings to be made so that more money

is left over for other purchases

Enables you to spend less, because you only buy the essentials

Low-cost consumption out of choice or necessity*

35 | 25



Satisfaction with low-cost products and services*

15 countries

Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"

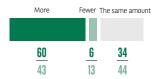


* Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

for products whose price is unjustified

Ouestion to those who think the low-cost market will continue to grow. In %

More and more consumers will experience financial difficulties	53	51
Consumers will increasingly refuse to pay more	40	33

It offers products whose essential characteristics are of a quality comparable to that of traditional products

The low-cost market has a very strong presence

in Portugal and is most closely associated with air travel. The model is popular with a high proportion of consumers in the country, regardless of their income level. These products and services, which people tend to purchase out of choice rather than necessity, have two key advantages in their eyes: they quarantee good value for money and offer a high level of satisfaction. Low-cost consumption, which is widespread and well accepted in the country, is set to increase in the future, with the majority of Portuguese respondents stating that they intend to make more purchases of this kind, as they are keener than ever to feel that they are paying a fair price.



Low-cost consumption, a well-established reality

Czech Republic 15 countries

Awareness of the low-cost concept

In % who answered "I know exactly what it is"

Czech Republic 15 countries



Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

Czech Republic 15 countries



Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"

Clothing and textiles



Air travel

Food retailers

60 | 66

52 | 58

52 | 62

Image of low-cost offerings

Czech Republic

15 countries

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? In %

Products that offer good value for money

Products that are cheaper to buy but whose quality is poor

62 | 57

Top 3 low-cost brands cited in %

Czech Republic Ryanair EasyJet Smartwings 5 15 countries

The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".







Top 3 motivations behind low-cost consumption*

Allows savings to be made so that more money is left over for other purchases Offers good value for money Enables you to spend less, because you only buy the **18** | 13 essentials A lack of financial resources 18 | 16

Satisfaction with low-cost products and services*

Czech Republic

Low-cost consumption out of choice or necessity*



Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"

Czech Republic 15 countries



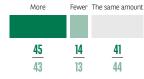
^{*} Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

Low income

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

Ouestion to those who think the low-cost market will continue

More and more consumers will experience financial difficulties

Consumers will increasingly refuse to pay more for products whose price is unjustified

It offers products whose essential characteristics are of a quality comparable to that of traditional products

In the Czech Republic, consumers are less clear on the meaning of "low cost" and the concept is considered less well developed than in the rest of Europe. Here, it is mainly associated with airlines. While the proportion of Czech consumers who say they make low-cost purchases is the lowest in Europe, it is worth noting that a significant share of those who do are in the higher-income group, as is the case in several Eastern European countries. Far from being considered demeaning, these offerings are deemed satisfactory and seen as offering good value for money by Czech consumers who are today compelled to make difficult financial tradeoffs. Thus, a significant proportion say they will make this kind of choice more often in the future.



15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept

In % who answered "I know exactly what it is"

Romania 15 countries Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

15 countries

56

Image of low-cost offerings

Romania 15 countries

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? In %

56 | 57 Products that offer good value for money

Products that are cheaper to buy but whose quality is poor

Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"

Air travel Clothing and textiles Food retailers 58 | 58 50 | 62

Top 3 low-cost brands cited In %

Romania 15 countries Wizz Air Lidl LidI

The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".



Romania 54 15 countries 54





Top 3 motivations behind low-cost consumption*

Allows savings to be made so that more money is left over for other purchases

Offers good value for money

A lack of financial resources

44 43

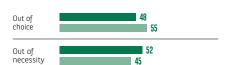
24 | 25

19 | 16

Satisfaction with low-cost products and services*

15 countries

Low-cost consumption out of choice or necessity*



Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"

Romania 15 countries

* Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

for products whose price is unjustified

Ouestion to those who think the low-cost market will continue to grow. In %

More and more consumers will experience financial difficulties	45 51
Consumers will increasingly refuse to pay more	33 33

It offers products whose essential characteristics are of a quality comparable to that of traditional products

Awareness of the low-cost model in Romania is on a par with the European average, although there is a sense that it is not as well developed in the country as elsewhere. Boasting an image that is more positive here than in any other European country, the market is associated mainly with air travel (Wizz Air and local airline BlueAir are named as examples) and attracts a proportion of consumers similar to the European average. Interestingly, wealthier consumers are more likely to engage in low-cost consumption, a tendency that typifies Eastern European countries, although such purchases tend to be made primarily in response to tough financial constraints, which can be partially offset by low-cost options.

United Kingdom

Low-cost consumption, a well-established reality

United Kingdom 15 countries

Awareness of the low-cost concept In % who answered "I know exactly

In % who answered "I know exactly what it is"



Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"



Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"



Image of low-cost offerings

United Kingdom

5/10 6.5/1

15 countries

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? $\ln \%$

Products that offer good value for money 53 | 57

Products that are cheaper to buy but whose quality is poor

Top 3 low-cost brands cited in %

United Ki	ngdom		15 cc	ountries	
Aldi		31	Lidl		16
Lidl		27	Ryan	air	14
Asda	10		Aldi		11

The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".







Top 3 motivations behind low-cost consumption*

Offers good value for money

Allows savings to be made so that more money is left over for other purchases 26 | 2

A lack of financial resources

16 | 16

28 | 25

Satisfaction with low-cost products and services*

G 9/10 G 8/1

$\label{low-cost} \mbox{Low-cost consumption out of choice or necessity}^*$

In %



Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"

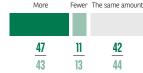


^{*} Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

Question to those who think the low-cost market will continue to grow. In %

More and more consumers will experience financial difficulties	51 51
Consumers will increasingly refuse to pay more for products whose price is unjustified	37 33

Consumers will place less and less importance on which products they buy

Although less clearly understood in the United Kingdom than elsewhere, the low-cost model is deemed to have a strong presence in the country, not least in the clothing and food sectors. This is a market reputed more for low prices than for

a market reputed more for low prices than for quality, but it is also perceived as meeting the requirements of consumers who want to pay a fair price for products that they simply expect to meet their needs. Today, this type of offering appeals to a significant proportion of consumers, who tend to be drawn in for financial reasons but are nonetheless satisfied. While the image the low-cost model enjoys in the country is close to the European average, the feeling that this alternative form of consumption is demeaning is more prevalent than elsewhere.



Slovakia 15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept

In % who answered "I know exactly

Image of low-cost offerings

Slovakia

what it is"

Slovakia 15 countries



Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"

Slovakia 43
15 countries

Perceived quality of low-cost offerings

Products that offer good value for money 66 | 57

Products that are cheaper to buy but whose quality is poor

Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed. In % who answered "Is well developed"

Clothing and textiles

Food retailers

Household

62 | 66

53 | 62

appliances 53 | 51

Top 3 low-cost brands cited In %

Slovakia

Ryanair
Lidl

6

Wizz Air

15 countries
Lidl
Ryanair

The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".



Slovakia 39 15 countries 54

15 countries





Top 3 motivations behind low-cost consumption*

In

Allows savings to be made so that more money is left over for other purchases

A lack of financial resources

Offers good value for money

24 | 26

34 43

23 | 16

22 | 25

Satisfaction with low-cost products and services*

6.5^{/10}

15 countries **6.8** / 10

$\label{low-cost} \mbox{Low-cost consumption out of choice or necessity}^*$

In 9

Out of choice	53 55

Out of necessity

Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"

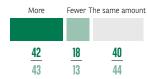
Slovakia 27 15 countries 26

* Question to consumers of low-cost products

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

for products whose price is unjustified

Question to those who think the low-cost market will continue to grow. In %

More and more consumers will experience financial difficulties

54 | 51

Consumers will increasingly refuse to pay more

Consumers will place less and less importance on which products they buy

Slovakians are among those Europeans who are least clear on the meaning of the term "low cost".

The sectors in which the concept is considered to be most developed are clothing, food and household appliances, but airlines are also seen as emblematic of the model. Despite this market offering products that respondents consider good value for money, it struggles to attract consumers (a lower proportion than the European average). Like other consumers, particularly in Eastern Europe, they find themselves facing serious financial constraints, but Slovaks on higher incomes are more likely to turn to this type of offering, whose positioning is considered to cater in part for those facing such pressures.



Sweden 15 countries

Low-cost consumption, a well-established reality

Awareness of the low-cost concept In % who answered "I know exactly

what it is"



Perception of the level of development of the low-cost market

In % who answered "Is well developed in the country"



Sectors in which the low-cost segment is perceived to be the most well developed

Top 3 sectors in which the low-cost segment is perceived to be the most well developed in % who answered "is well developed"

Food retailers	Clothing and textiles	Furniture
73 62	70 66	61 51

Image of low-cost offerings

Sweden 15 countries

Perceived quality of low-cost offerings

Generally speaking, would you say that low-cost products and services are...? In %

56 | 57 Products that offer good value for money

Products that are cheaper to buy but whose quality is poor

Top 3 low-cost brands cited in %

-		
Sweden		15 countries
Lidl	26	Lidl 16
Ö&B	19	Ryanair 14
Ica	18	Aldi 11

The era of unashamed low-cost consumption

Frequency of low-cost consumption

In % who "Often consume".



Sweden 60 15 countries 54





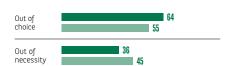
Top 3 motivations behind low-cost consumption*

In %

Allows savings to be made so that more money is left over for other purchases	24 26
Offers good value for money	22 25
You can't tell the difference with the traditional (or high-end) version	17 12
You want to consume less	17 13

Satisfaction with low-cost products and services*

Low-cost consumption out of choice or necessity*



Is low-cost consumption considered demeaning*?

In % who answered "Demeaning"



^{*} Question to consumers of low-cost products

While people's awareness and image of the

be more frugal and to pay a fairer price.

The expansion of the low-cost market

Expectation of future growth

And in the future, do you intend to consume more or fewer low-cost products? In %



Reasons why it is expected to grow

Question to those who think the low-cost market will continue

More and more consumers will experience financial difficulties Consumers will increasingly refuse to pay more for products whose price is unjustified

Consumers will place less and less importance on which products they buy

low-cost concept in Sweden is comparable to the rest of Europe, Swedes feel that the low-cost market is more highly developed in their country, driven primarily by food retailers. Indeed, they spontaneously cite supermarket brands such as Lidl and local retailers such as Ö&B and Ica. The Swedes also state that they are major consumers of low-cost products, irrespective of their income level and out of choice rather than necessity. They expect the sector to grow, driven not only by financial pressures, but also by consumers who are keen to