

**Baltic
Brand**



FROM UNITY TO DIVERSITY:

UNRAVELING THE BALTIC SPIRIT

BRAND CAPITAL RESEARCH

Brand and consumer
lifestyle report 2023

BRAND CAPITAL METHODOLOGY

19

YEARS OF DATA
AND EXPERIENCE

JUNE
JULY

RESEARCH
PERIOD

BRAND CAPITAL METHODOLOGY

15-74 3029

AGE OF TARGET
AUDIENCE

RESPONDENTS
(LV=1012; LT=1000; EE=1018)

BRAND CAPITAL IS THE MOST EXTENSIVE LIFESTYLE AND BRAND RESEARCH

289

619

QUESTION BROAD
OUTLOOK ON ACTIVITIES
AND LIFESTYLE

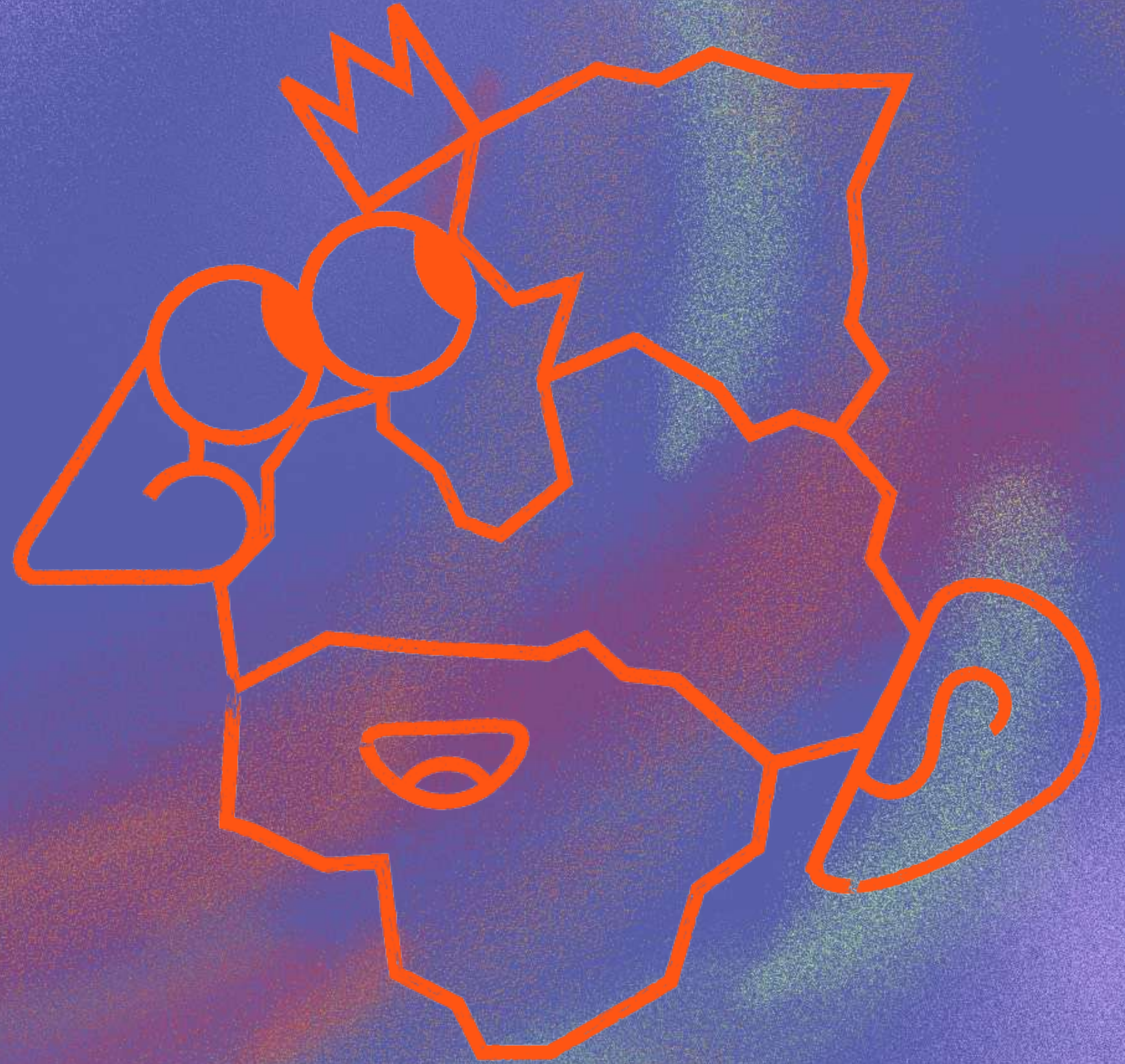
UNIQUE BRANDS
INCLUDED IN RESEARCH
ACROSS BALTIC'S

T.LY/BBF



**IS MY BRAND
INCLUDED IN
THE STUDY?**

THE AVERAGE RESIDENT OF BALTICS?





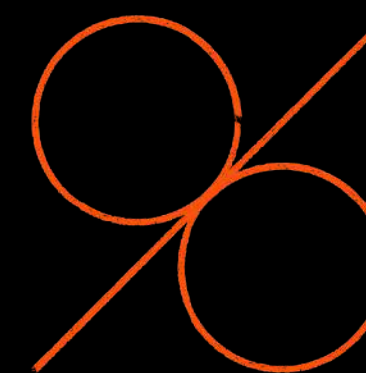
68% Believe in life on other planets



68% Feel happy



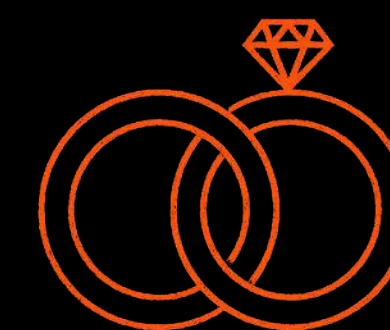
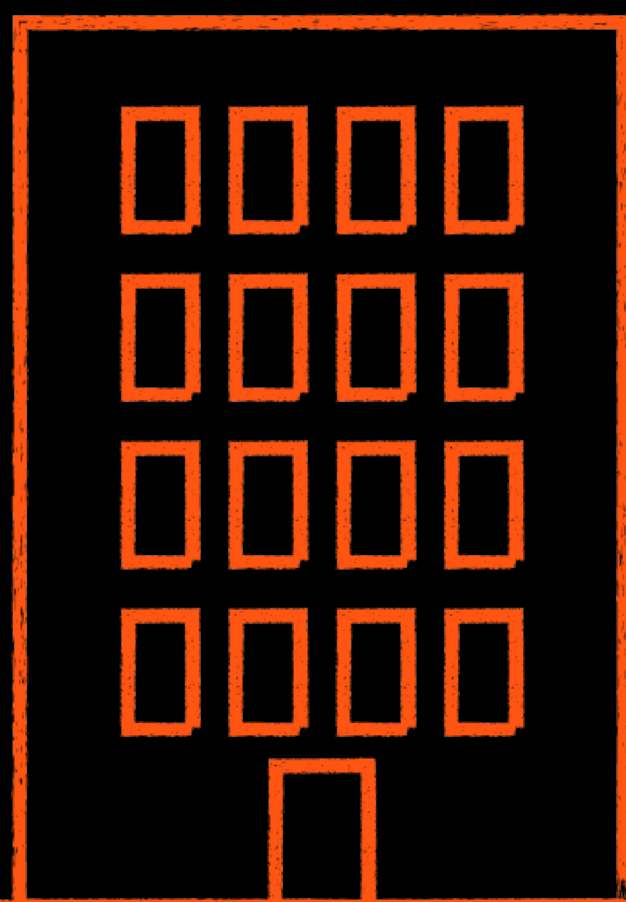
32% Bachelors degree



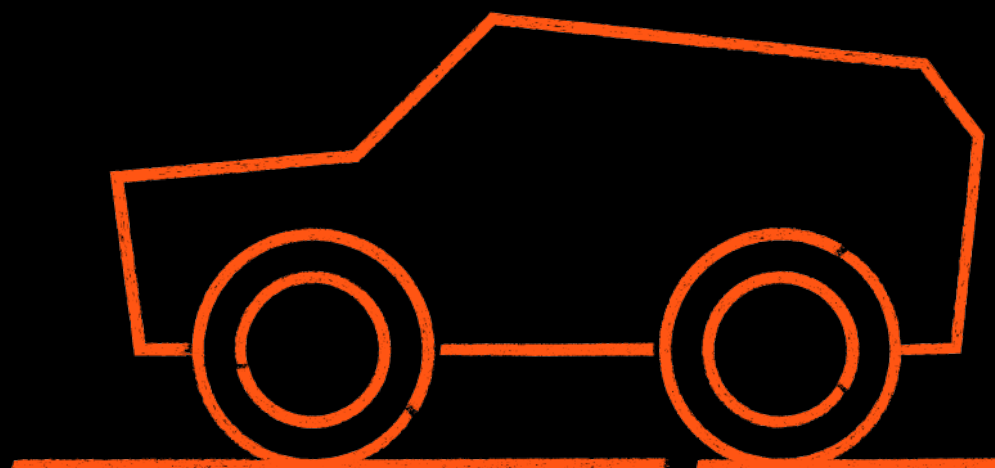
11% Work in retail

57% Live in apartment

44% Play video games



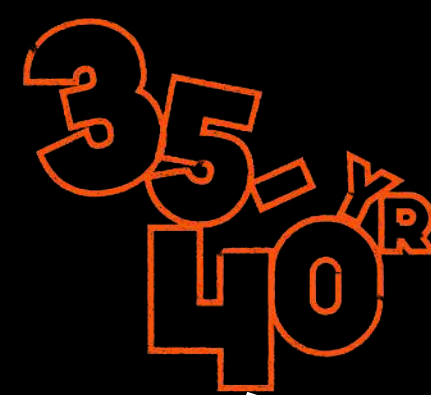
50% Married



47% Own a car



63% Have children

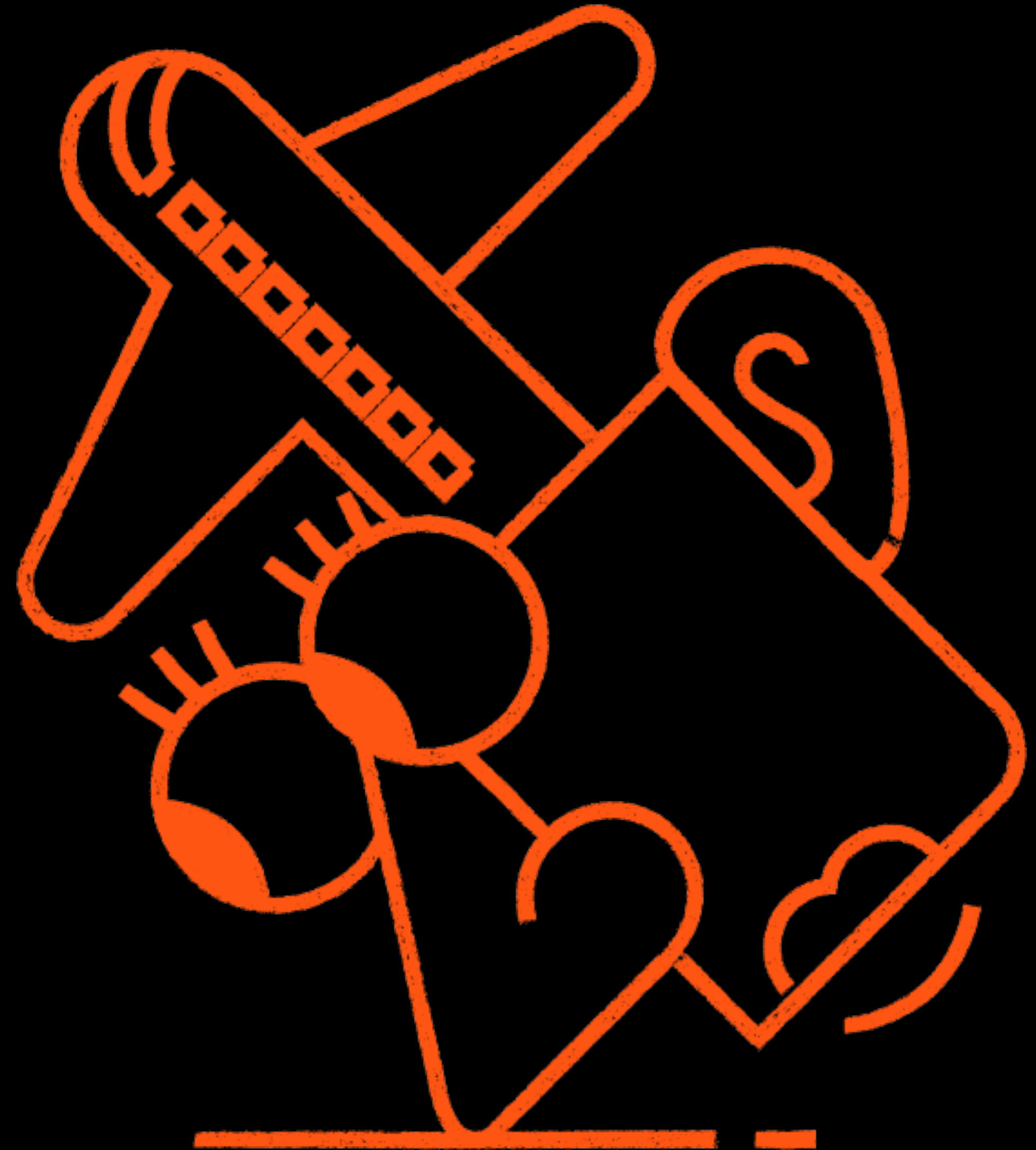


52% Female

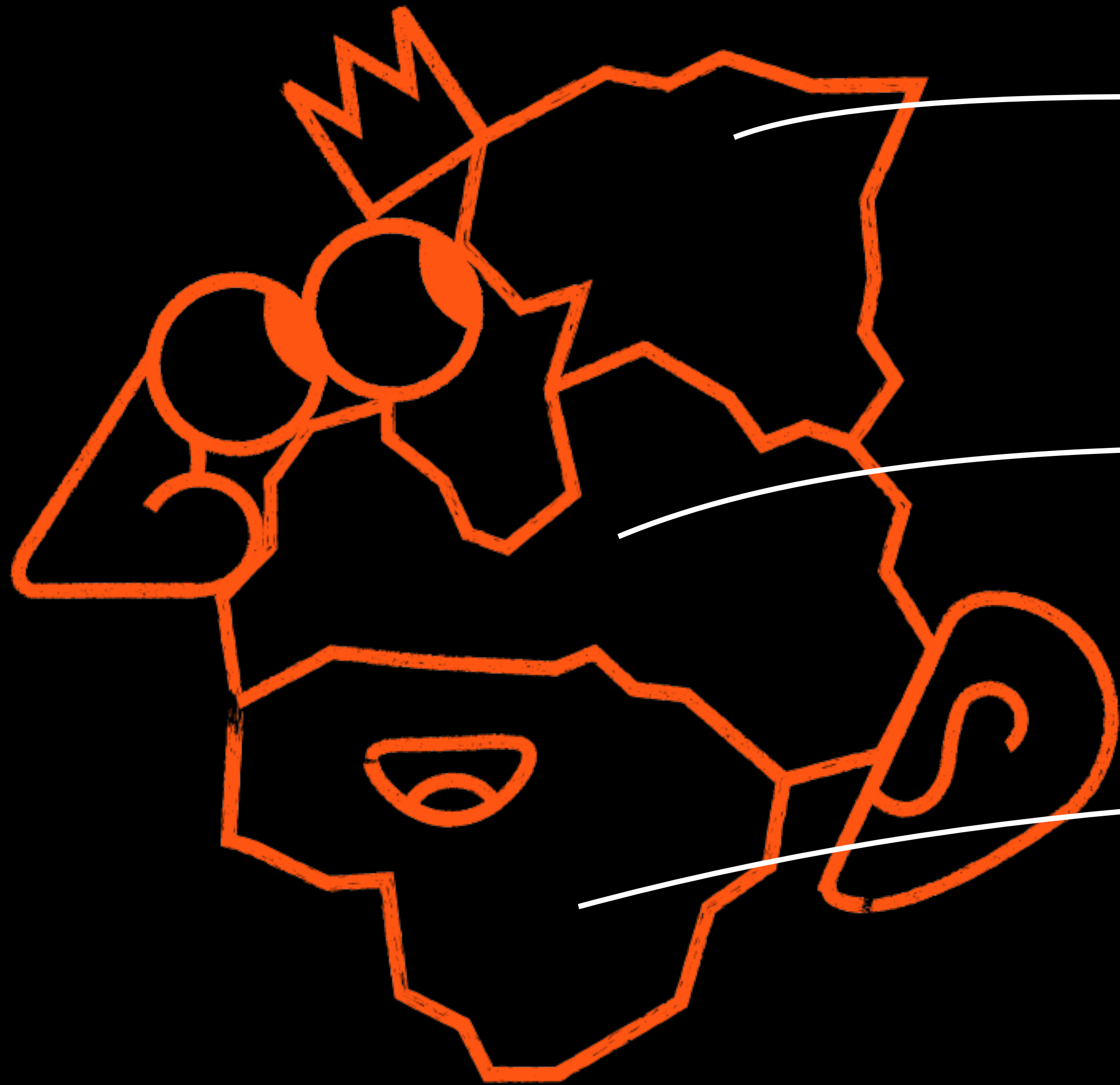
37% Age 35-54

3 TRAITS THAT DESCRIBE HER

#1
CURIOUS
SPIRIT



UNITED IN TOP INTEREST



1. TRAVELING (51%)

2. MUSIC (44%)

3. PETS (42%)

1. TRAVELING (60%)

2. MOVIES AND TV (53%)

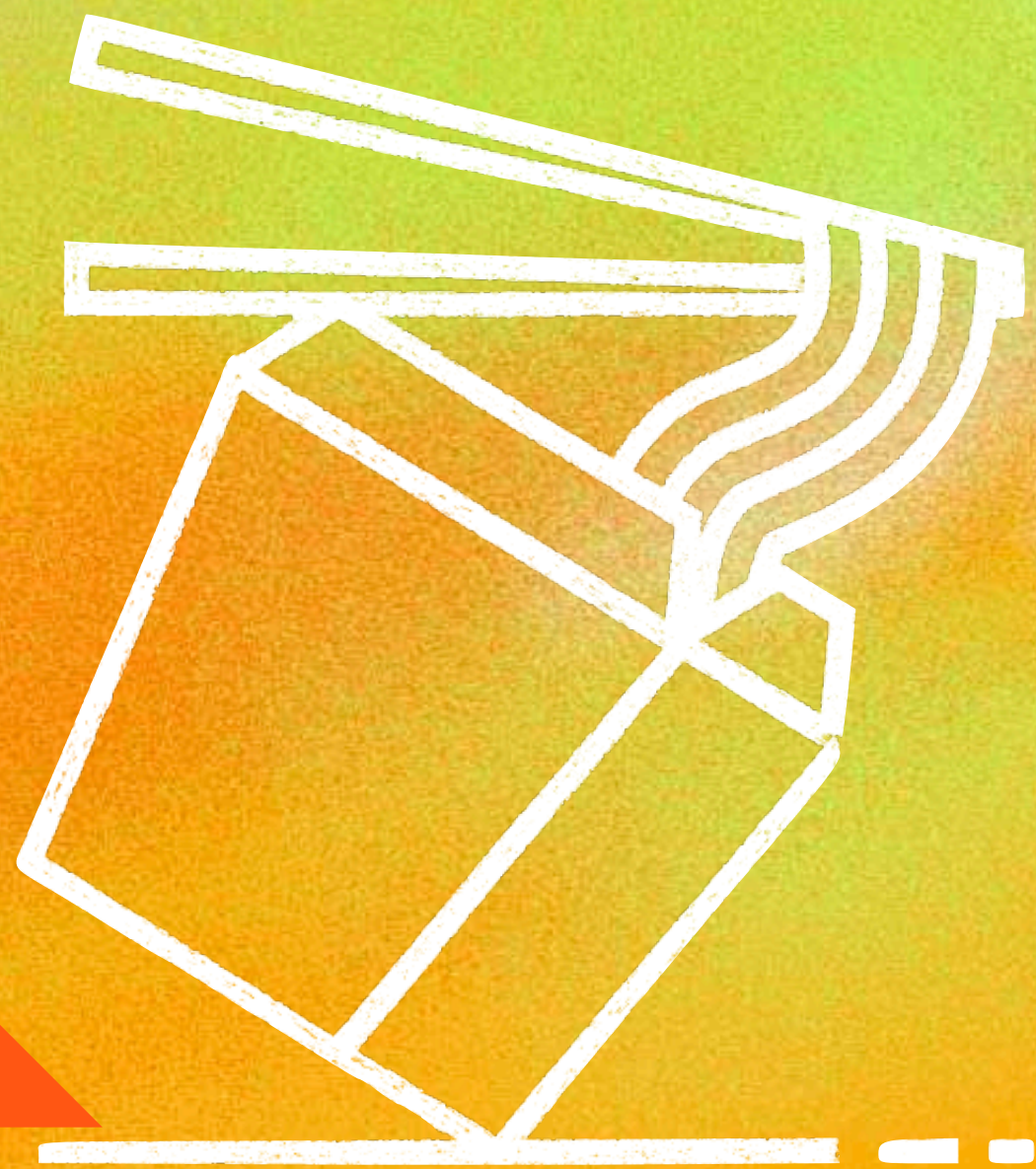
3. MUSIC (50%)

1. TRAVELING (62%)

2. COOKING (52%)

3. MUSIC (49%)

I ENJOY TRYING
NEW RECIPES



70% ESTONIA

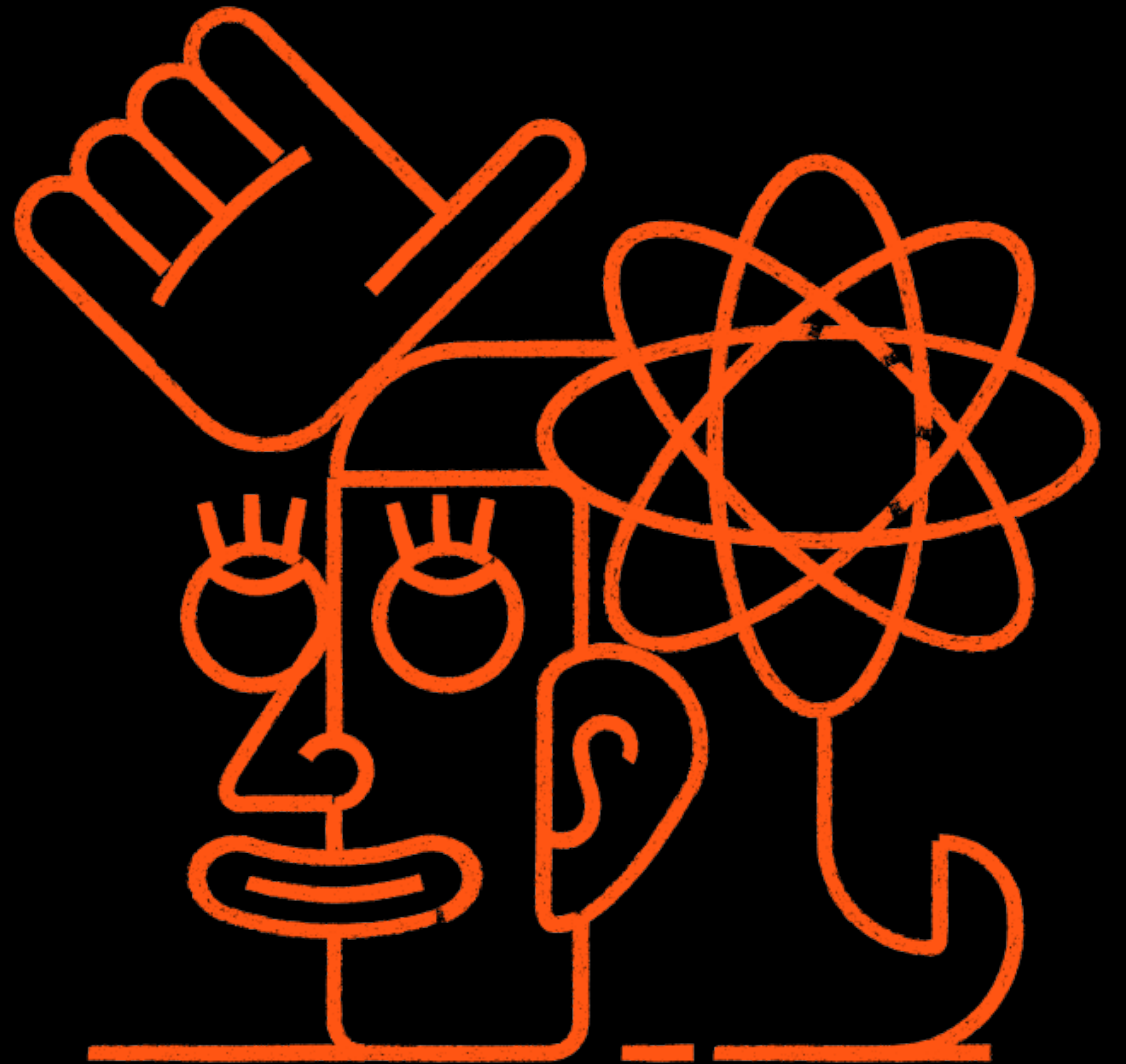
77% LATVIA

75% LITHUANIA

92%

**TO BE SUCCESSFUL IT IS
NECESSARY TO
CONSTANTLY ACQUIRE
NEW SKILLS**

#2 LONGING FOR FINANCIAL STABILITY



**AS PRICES CONTINUE TO RISE,
I WILL CHANGE MY HABITS TO SAVE MONEY**

79%

78%

75%

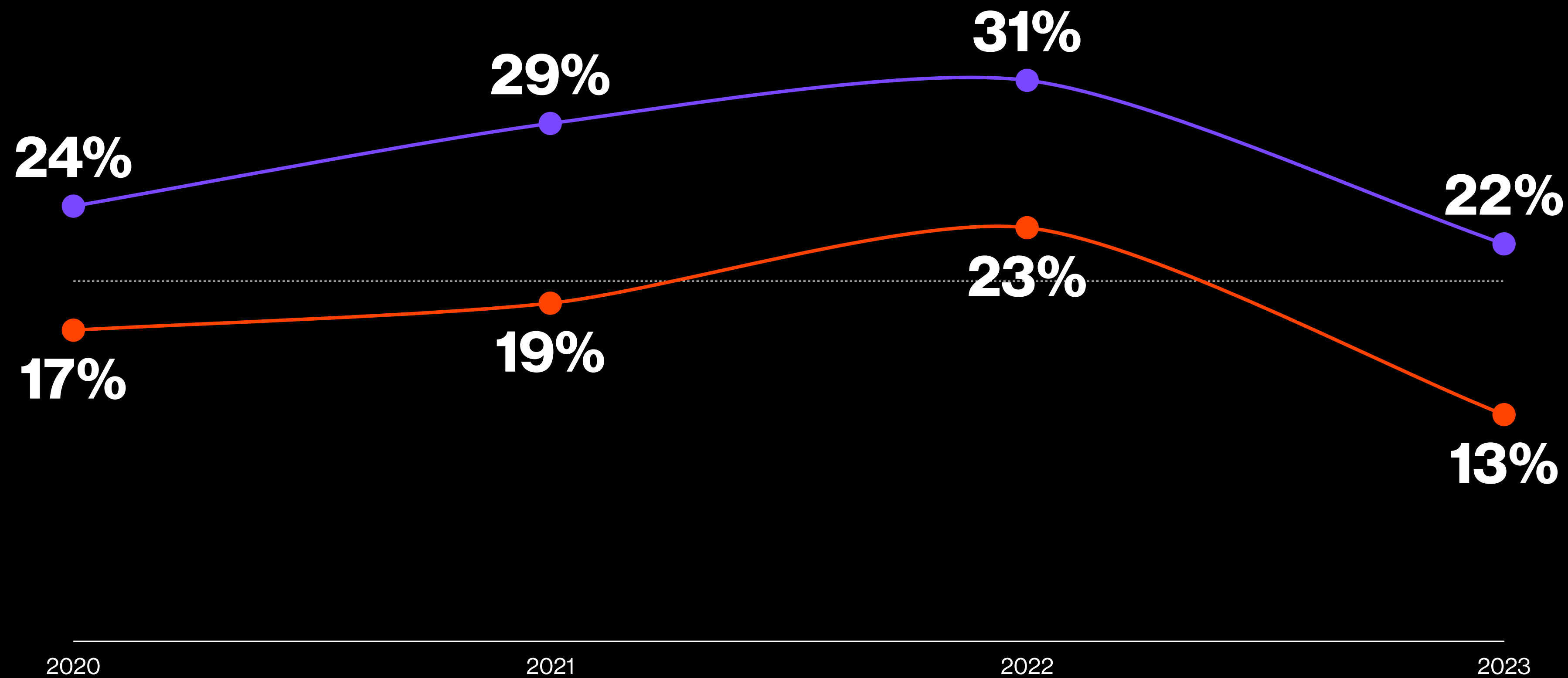
ESTONIA

LATVIA

LITHUANIA

AN END TO GREY ECONOMY AND FAST LOANS?

- Avoiding taxes is not a serious offense
- Used fast loan credit companies (SMScredit, Vivus, etc)

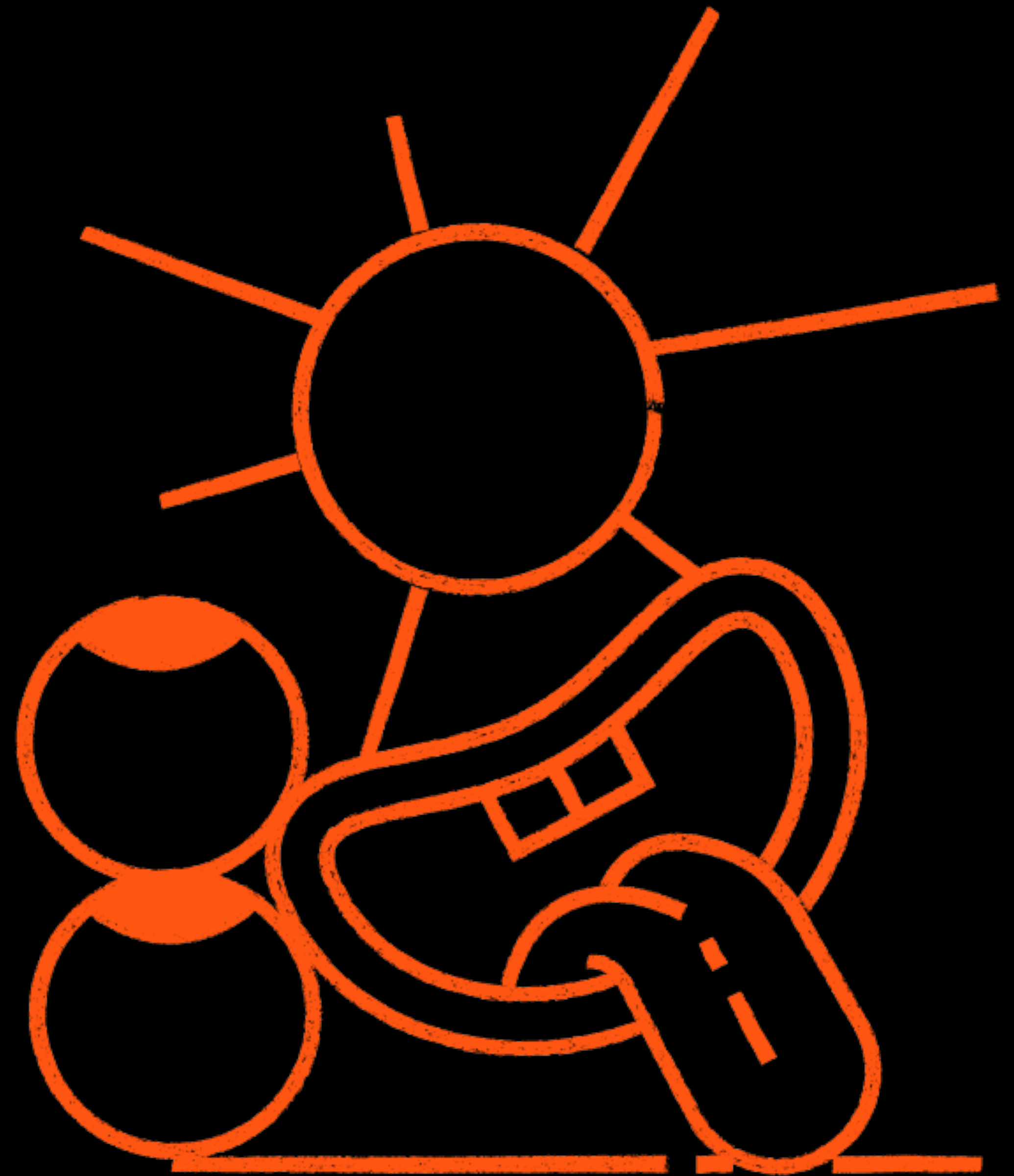


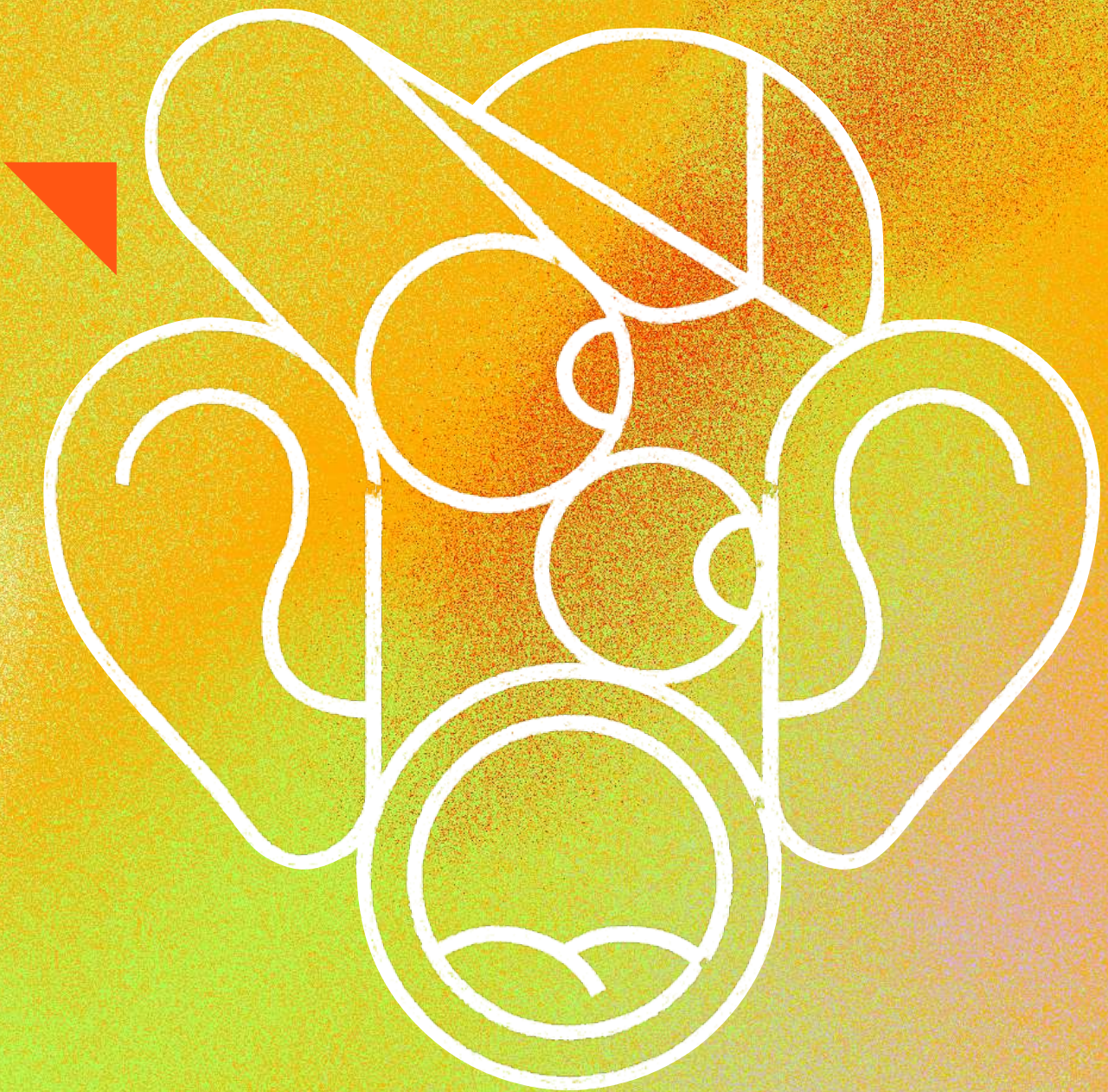
63%

**I BUY SUPERMARKET
PRIVATE LABEL PRODUCTS
TO SAVE MONEY**



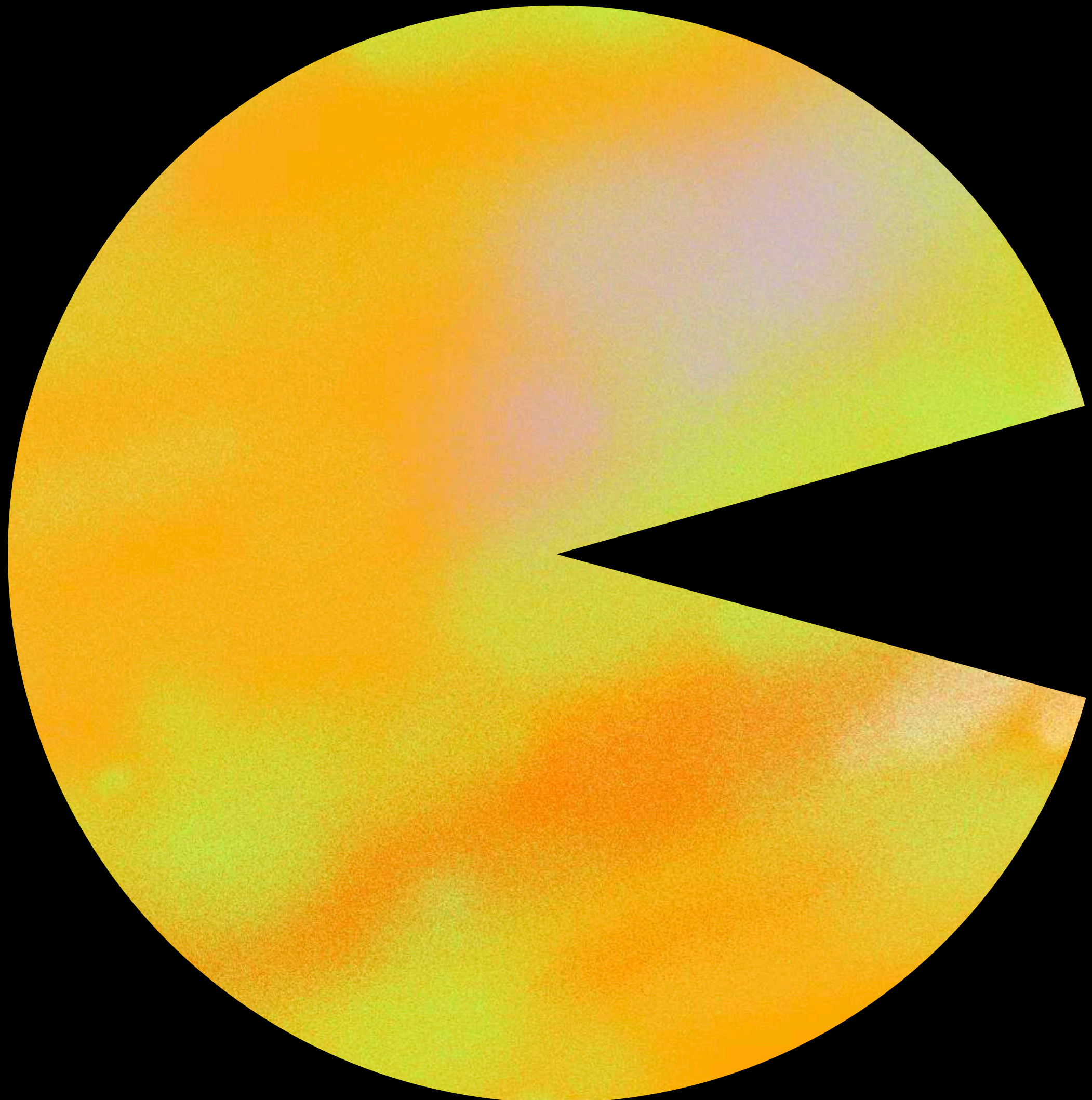
#3
IN SEARCH
OF JOY





91%

**IT IS IMPORTANT FOR ME
TO FIND MOMENTS OF
JOY IN MY DAILY ROUTINE**



91%

**THINK OUR
SOCIETY NEEDS
MORE OPTIMISM**

**I LIKE BRANDS
WITH PLAYFUL AND
ENTERTAINING
COMMUNICATION**

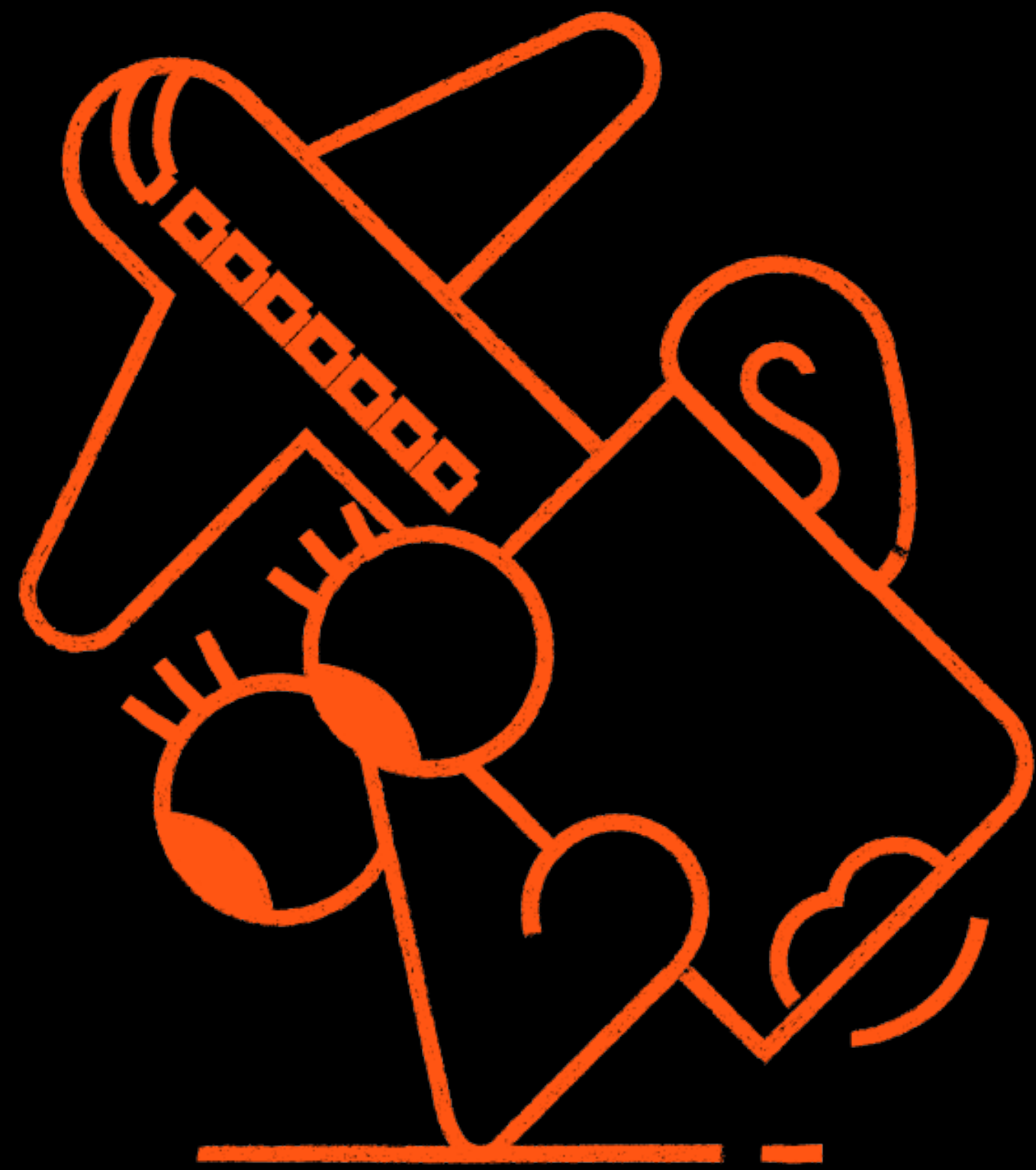


64% ESTONIA

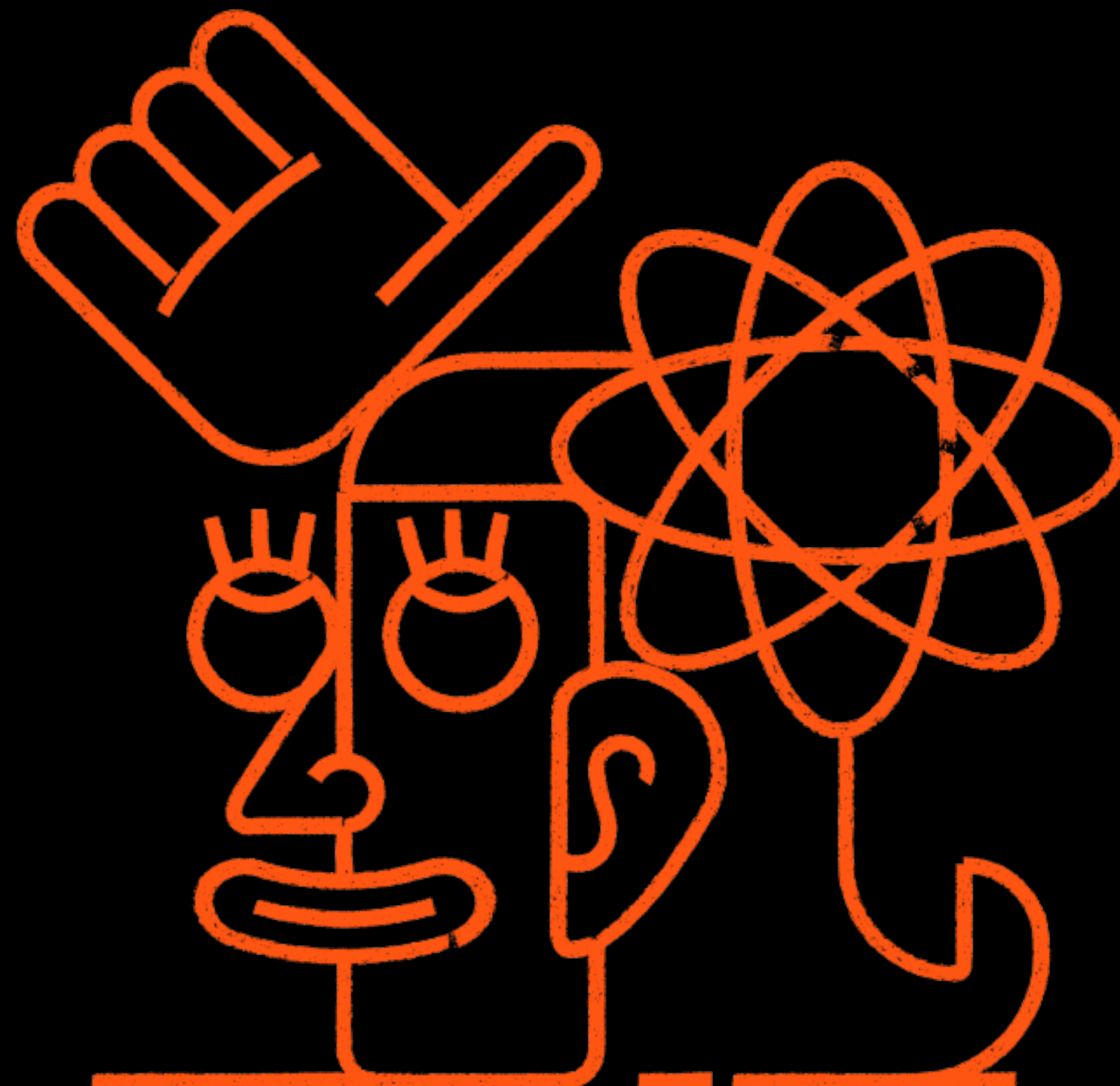
62% LATVIA

66% LITHUANIA

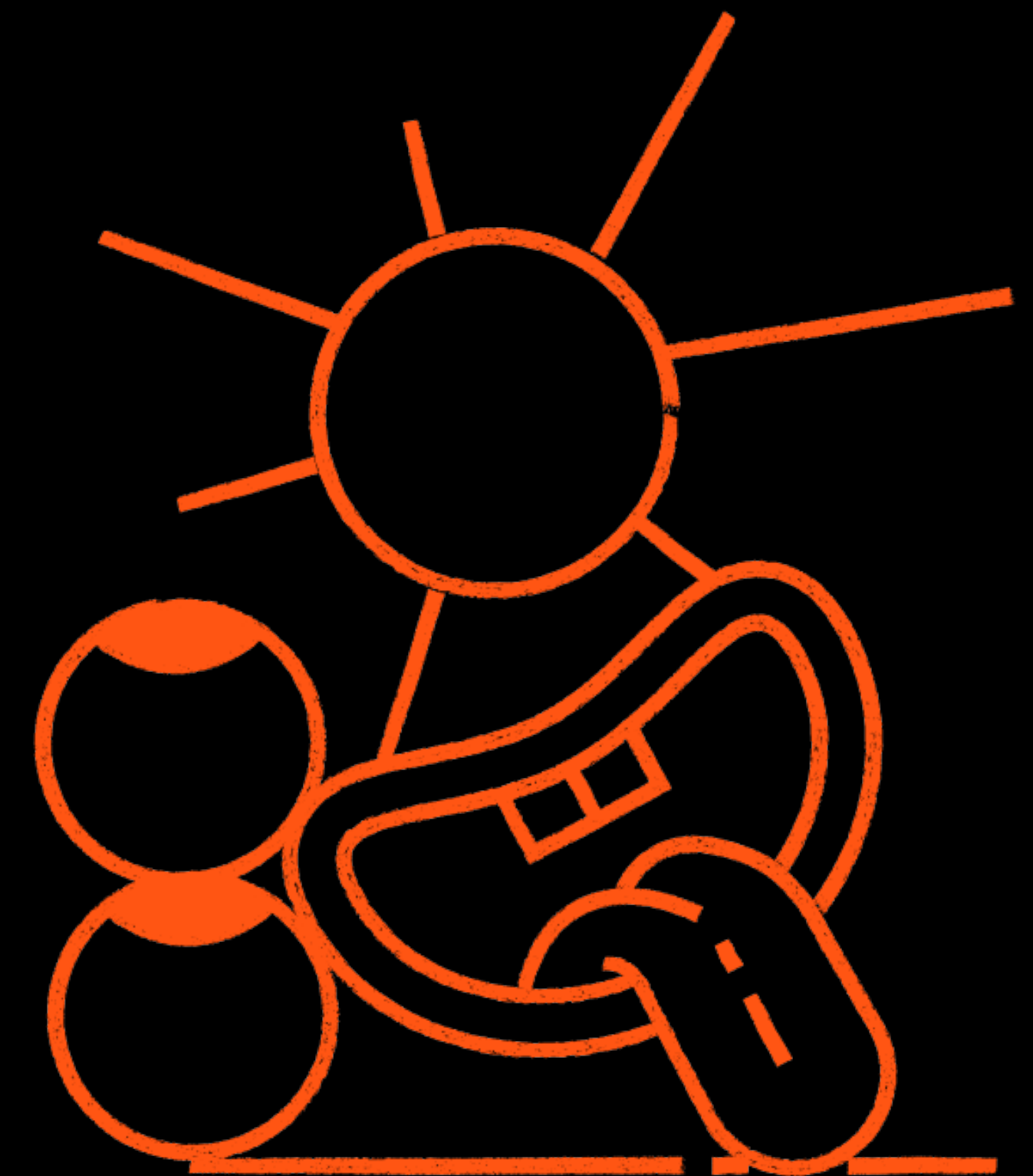
CURIOSITY



VALUE



FUN

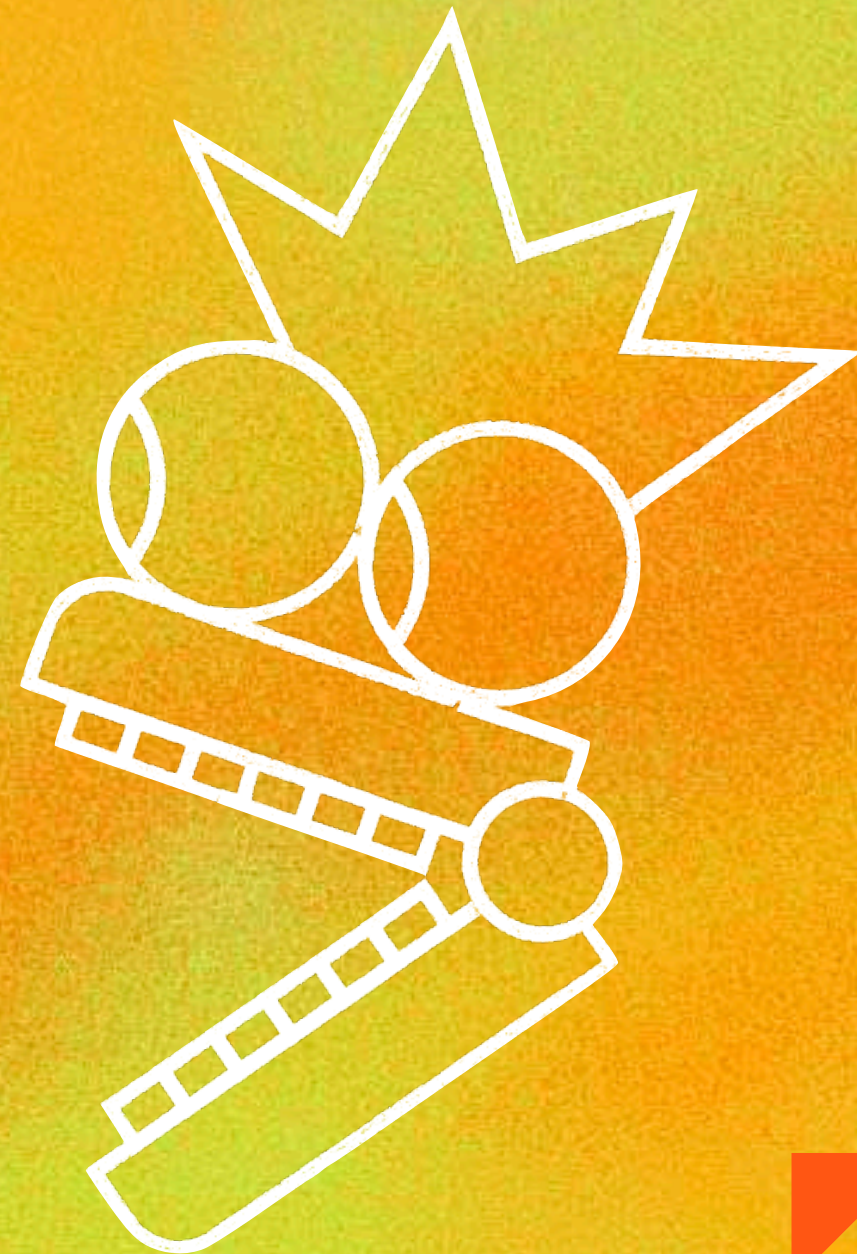


BALTIC CONSUMER CONTRASTS

**SMALL, BUT
DISTINCT**



**I TRY TO HAVE AS
MUCH FUN AS I CAN
NOW AND LET THE
FUTURE TAKE CARE
OF ITSELF**



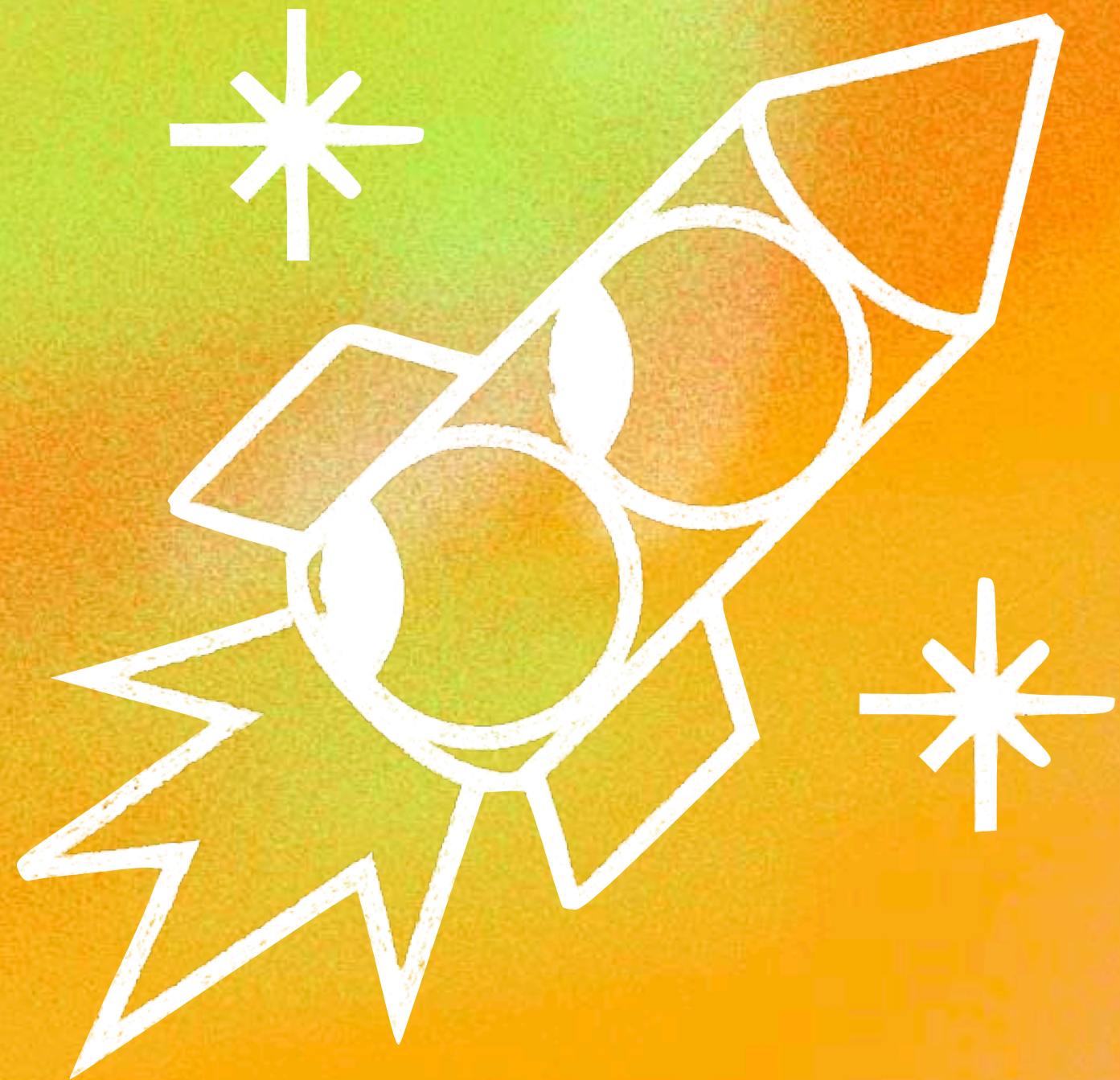
27% **ESTONIA**

40% **LATVIA**

62% **LITHUANIA**

ESTONIANS

**OF COURSE,
THERE IS THIS**



THINK OUR NATION ARE MORE DIGITAL-
MINDED THAN OTHER NEIGHBOURING
COUNTRIES

78% ESTONIA

37% LATVIA

61% LITHUANIA

EFFICIENCY MASTERS

**4 DAY
WORKING WEEK**

**ESTONIA
73%**

LATVIA LITHUANIA
67% 71%

**SAVE TIME
ON SHOPPING**

**ESTONIA
88%**

LATVIA LITHUANIA
83% 80%

**AUTOMATED
EVERYDAY LIFE**

**ESTONIA
76%**

LATVIA LITHUANIA
72% 71%

LIFE PRIORITIZES

**SUCCESS AT WORK
> FREE TIME**

**ESTONIA
36%**

LATVIA 37% **LITHUANIA** 41%

**PLEASANT ENVIRONMENT AND
COLLEAGUES > SALARY**

**ESTONIA
64%**

LATVIA 62% **LITHUANIA** 62%

EASY-GOING

LIKE BRANDS THAT DON'T TAKE
THEMSELVES TOO SERIOUSLY

ESTONIA
61%

LATVIA LITHUANIA
55% 55%

DON'T LIKE WHEN WORKPLACE IS
TOO SERIOUS

ESTONIA
76%

LATVIA LITHUANIA
70% 76%

LATVIANS

ALTRUISTIC

**BUY FROM COMPANIES THAT
SUPPORT CHARITABLE CAUSES**

**LATVIA
37%**

ESTONIA LITHUANIA
24% 24%

**SACRIFICE CONVENIENCE
FOR A HIGHER PURPOSE**

**LATVIA
48%**

ESTONIA LITHUANIA
43% 41%

STRESSED OUT

**DREAD
FUTURE**

**LATVIA
45%**

ESTONIA LITHUANIA
42% 36%

**CONCERNED ABOUT
MENTAL HEALTH**

**LATVIA
60%**

ESTONIA LITHUANIA
43% 36%

**LONELIER THAN
A YEAR AGO**

**LATVIA
35%**

ESTONIA LITHUANIA
30% 33%

DISTINCT

**WANT TO LOOK
DIFFERENT**

**LATVIA
49%**

ESTONIA LITHUANIA
45% 37%

**HAVE MUCH
BETTER TASTE**

**LATVIA
44%**

ESTONIA LITHUANIA
39% 44%

**LIKE TO BUY NEW,
DIFFERENT THINGS**

**LATVIA
58%**

ESTONIA LITHUANIA
50% 52%

LITHUANIANS

PATRIOTIC, PRO-UKRAINE SUPPORTERS

**PROUD OF
THEIR COUNTRY**

**LITHUANIA
86%**

ESTONIA 70%
LATVIA 71%

**FEEL THREAT
OF WAR**

**LITHUANIA
60%**

ESTONIA 52%
LATVIA 55%

**SUPPORT UKRAINE
IN THE WAR**

**LITHUANIA
75%**

ESTONIA 65%
LATVIA 62%

**WOULD JOIN
THE ARMY**

**LITHUANIA
46%**

ESTONIA 43%
LATVIA 32%

ENVIRONMENTALLY CONSCIOUS

PREFER BRANDS THAT ADVOCATE
A CLEAN ENVIRONMENT

LITHUANIA
79%

ESTONIA 65% LATVIA 60%

TRY TO REPAIR RATHER THAN
BUY ANOTHER NEW ONE

LITHUANIA
83%

ESTONIA 72% LATVIA 60%

VALUES - BASED SHOPPERS

**BOYCOTT A BRAND IF ITS
VALUES DO NOT MATCH THEIRS**

LITHUANIA
63%

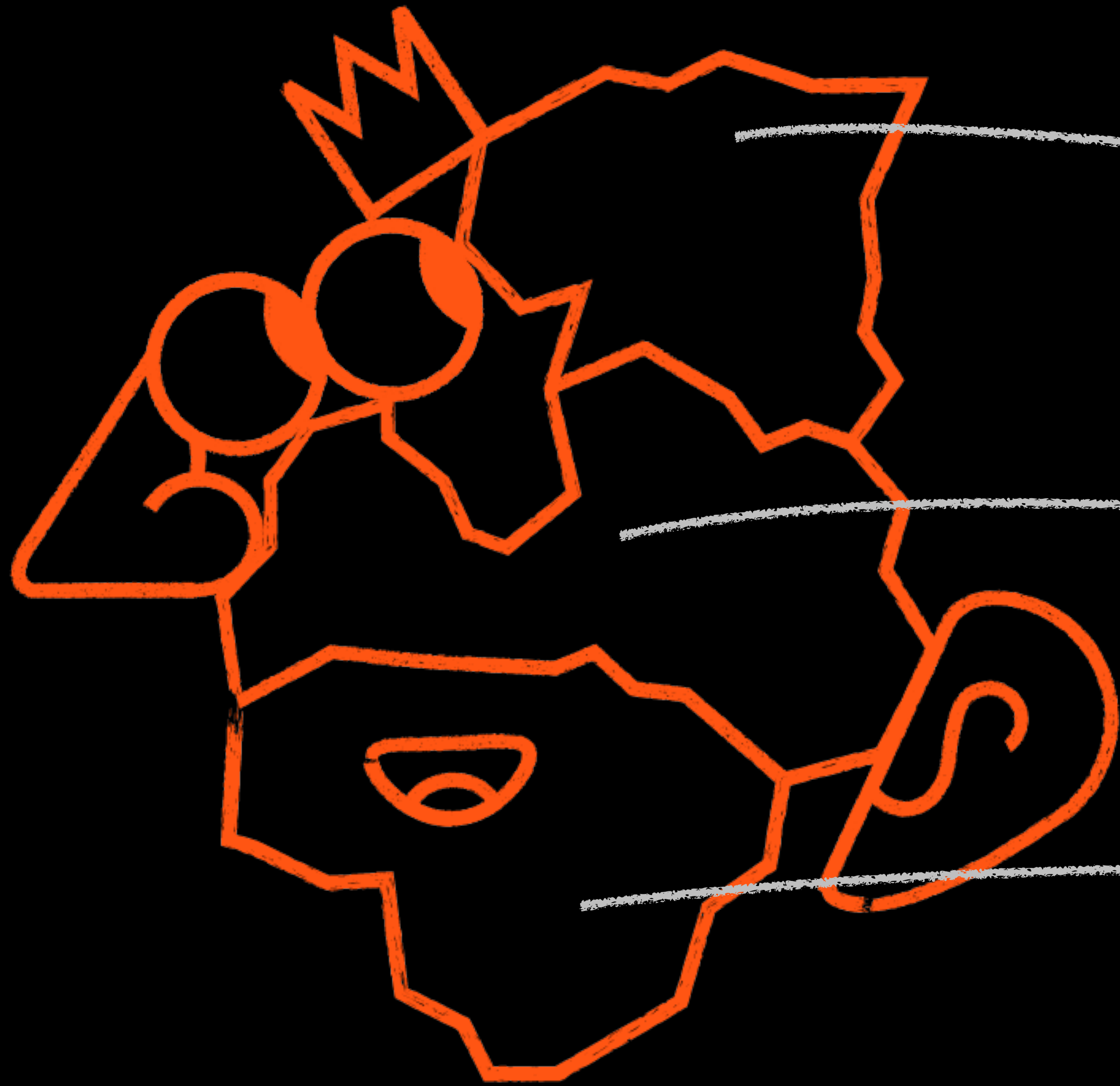
ESTONIA 51% **LATVIA** 58%

**BRANDS NEED TO HELP SOLVE
ISSUES FOR SOCIETY**

LITHUANIA
63%

ESTONIA 60% **LATVIA** 56%

THREE SISTERS



**RELAXED AND EFFICIENT,
WORKATIONING FROM ASIA**

**LOOKING EVEN UNDER PRESSURE
AND HELPING OTHERS**

**ROOTING FOR UKRAINE
DRESSED IN SECOND HAND
CLOTHES**

UNITED OR DIVERSE?