

## **Alcoholic Drinks Packaging in Romania**

Market Direction | 2022-10-11 | 9 pages | Euromonitor

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### **Report description:**

Glass bottles continued to dominate the packaging unit volumes used in domestic lager in 2021, and were also gaining share in this year, helping to keep them ahead of other pack types like metal beverage cans and PET bottles. Manufacturers tend to favour glass bottles as they are non-porous and non-toxic, which helps preserve the product's integrity. Nonetheless, metal beverage cans are also an important pack type in domestic lager, thanks to being lighter and easier to store, offering manufactu...

Euromonitor International's Alcoholic Drinks Packaging in Romania report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks Packaging market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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### **Table of Contents:**

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ALCOHOLIC DRINKS PACKAGING IN ROMANIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Glass bottles gaining share in domestic lager in 2021

Metal beverage cans continues to gain share in flavoured/mixed lager

Glass bottles benefiting from growth in brandy and cognac

PROSPECTS AND OPPORTUNITIES

Romania due to introduce the Return Guarantee System

Glass bottle usage to benefit from healthy sparkling wine and non/low alcohol beer sales

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