

**Beauty and Personal Care Packaging in Romania**

Market Direction | 2022-08-03 | 10 pages | Euromonitor

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**Report description:**

The packaging volumes of folding cartons used for toothpaste increased over 2020-2021. The COVID-19 pandemic encouraged consumers to focus on their health and personal hygiene. As a result, the demand for toothpaste, which helps maintain oral hygiene, increased. This, in turn, benefited the packaging volumes of folding cartons used in the packaging of toothpaste over 2020-2021. Within the packaging formats used to store toothpaste, folding cartons also accounted for the highest share in 2020-202...

Euromonitor International's Beauty and Personal Care Packaging in Romania report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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

**Why buy this report?**

- \* Get a detailed picture of the Beauty and Personal Care 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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reliable information resources to help drive informed strategic planning.

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BEAUTY AND PERSONAL CARE PACKAGING IN ROMANIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Hygiene concerns drive growth in packaging volumes for toothpaste and baby and child-specific products

Continued limited mobility maintains decline in fragrances packaging

EU regulations help to promote the drive towards more sustainable packaging

PROSPECTS AND OPPORTUNITIES

Sustainability will continue to drive packaging developments in beauty and personal care

Innovative launches to drive growth in HDPE bottles in body wash/shower gel

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