

## Packaging Industry in Romania

Market Direction | 2024-02-06 | 41 pages | Euromonitor

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### **Report description:**

In 2022, Romania's packaging industry witnessed dynamic shifts influenced by economic challenges and consumer preferences. Larger pack sizes became the preferred choice across a variety of categories, offering consumers economic advantages amid inflationary pressures. The appeal of buying in bulk lies not only in maximising value for consumers but also in addressing practical needs, reducing purchase frequency, and saving time and effort. Manufacturers also benefited from streamlined production...

Euromonitor International's Packaging in Romania report offers insight into key trends and developments in the industry. 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.

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

### Why buy this report?

- \* Get a detailed picture of the 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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#### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible packaging dominates the food industry thanks to the convenience it offers

Non-alcoholic drinks sales suffer due to inflation

Premium/artisanal packaging is gaining ground in alcoholic drinks packaging

Refillable bottles enjoy a surge in packaging unit volumes as a sustainable option

Plastic pouches gaining popularity in home care packaging

#### PACKAGING LEGISLATION

Amendment to the Deposit Return System in Romania

#### RECYCLING AND THE ENVIRONMENT

Aqua Carpatica introduces its products in aluminium cans

Belvedere vodka redefines sustainability with limited-edition metal bottles

Table 1      Overview of Packaging Recycling and Recovery in Romania: 2020/2021 and Targets for 2022

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