

Soft Drinks Packaging in Romania

Market Direction | 2023-04-10 | 8 pages | Euromonitor

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Report description:

In 2022, retail unit volume sales of soft drinks packaging in Romania continued to grow for the second consecutive year, following the decline seen in 2020, when the pandemic first hit the country. This boosted the sales of the main pack type, PET bottles, as well as metal beverage cans and glass bottles, both of which were also gaining share in the soft drinks market. The foodservice channel continued its recovery in 2022, the first full year free from pandemic restrictions, albeit with unit vo...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft 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:

Soft Drinks Packaging in Romania

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List Of Contents And Tables

SOFT DRINKS PACKAGING IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth in retail channel restricted due to high inflation levels

Coca-Cola launches bulk packs to cater to a lasting preference for larger pack sizes

Aqua Carpatica launches water in metal beverage cans

PROSPECTS AND OPPORTUNITIES

E-commerce growth will support volume sales of larger pack sizes

Health trends will continue to boost categories like bottled water and 100% juice

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