

## **Beauty and Personal Care Packaging in Romania**

Market Direction | 2024-08-08 | 9 pages | Euromonitor

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### **Report description:**

HDPE bottles remain the main packaging type in beauty and personal care in Romania due to their versatility, durability, cost-effectiveness, recyclability, safety and design flexibility. Brands opt for HDPE packaging as it offers excellent product protection, is compatible with recycling systems and aligns with consumer demands for sustainable packaging solutions.

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.

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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Euromonitor International

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**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

HDPE bottles the leading pack type in Romania

Convenient and cost-effective squeezable plastic tubes popular for skin care packaging

Refillable and recyclable packaging an emerging trend in Romania

**PROSPECTS AND OPPORTUNITIES**

Glass jars expected to gain share in skin care due to demand for premium and sustainable products

Plastic pouches expected to record dynamic growth in hair care

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