

**Hot Drinks Packaging in Romania**

Market Direction | 2024-04-22 | 9 pages | Euromonitor

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**Report description:**

Coffee is the most popular hot drink in Romania, with coffee packaging thus dominating overall sales in the hot drinks industry. This results in the dominance of flexible aluminium/plastic, due to the popularity of vacuum-packed coffee bricks. Most coffee is imported, with this being the easiest and cheapest means of transporting it. At the end of the review period, Romania was experiencing high inflation, driven by rising raw material, energy and transportation costs, with economic uncertainty...

Euromonitor International's Hot 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: Coffee, Other Hot Drinks, Tea.

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

**Why buy this report?**

- \* Get a detailed picture of the Hot 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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### HOT DRINKS PACKAGING IN ROMANIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible aluminium/plastic the dominant pack type in hot drinks packaging

Labelling important in fruit/herbal tea to communicate functional elements

Folding cartons, flexible aluminium/plastic and thin wall plastic containers benefit from rising sales of fresh ground coffee pods

#### PROSPECTS AND OPPORTUNITIES

Folding cartons and flexible aluminium/plastic to grow in coffee packaging

Flexible packaging and folding cartons will benefit from the health and wellness trend

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