

**Soft Drinks Packaging in Romania**

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

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**Report description:**

The continued trend of bulk buying, even post-pandemic, coupled with a preference for online shopping, has led consumers to opt for larger quantities of bottled water, prioritising cost-effectiveness and stockpiling. Multipack offerings can help address this trend, aligning with consumer habits and mitigating the impact of ongoing inflation. In response, Coca-Cola introduced multipacks for its bottled water brand, Dorna, in 2x2,000ml and 6x500ml sizes. These multipacks offer a lower cost per lit...

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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#### SOFT DRINKS PACKAGING IN ROMANIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Consumers opting for larger quantities of bottled water

Sustainable packaging needs promote the usage of floatable product labels and rPET bottles

Aqua Carpatica launches water in metal beverage cans

##### PROSPECTS AND OPPORTUNITIES

Larger pack sizes to gain from growth in e-commerce sales

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

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