

Beauty and Personal Care Packaging in Romania

July 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Facial care packaging growing in Romania's beauty and personal care industry

Refillable and recyclable packaging an emerging trend in Romania in 2022

HDPE bottles the leading pack type in Romania in 2022

PROSPECTS AND OPPORTUNITIES

The 250ml pack size is expected to see strong growth in bath and shower over the forecast period

Sustainability a growing concern among Romanian consumers and brands

Beauty and Personal Care Packaging in Romania - Company Profiles

Packaging Industry in Romania - Industry Overview

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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