

Baby Food Packaging in Romania

October 2023

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Baby Food Packaging in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Board tubs gain popularity in baby food packaging due to perceptions of safety and convenience

Folding cartons increasingly preferred for milk formula due to ample space and functionality

500g for baby food packaging considered ideal pack size for affordability

PROSPECTS AND OPPORTUNITIES

Aluminium/plastic pouches expected to gain share due to ease of use

90g to remain leading pack size in baby food, supported by rise in on-the-go consumption occasions

Baby Food 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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