

# Plant-Based Dairy Packaging in Romania

October 2023

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## Plant-Based Dairy Packaging in Romania - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Thin wall plastic containers record pack type increase due to ease of use

Glass jars gain share in niche plant-based cheese due to visual appeal

200ml remains popular pack size for plant-based dairy in Romania

#### PROSPECTS AND OPPORTUNITIES

PET bottles expected to gain pack type share for plant-based milk due to durability

150g to become popular for plant-based dairy driven by on-the-go consumption

## Plant-Based Dairy 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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