

# Home Care Packaging in Romania

May 2023

Table of Contents

## Home Care Packaging in Romania - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Demands for modern formats push sales of new packaging types in liquid detergents

Plastic pouches continue to record strong growth in dishwashing even as overall category sales normalise in 2022

Consumers spending more time at home driving growth in air care

#### PROSPECTS AND OPPORTUNITIES

Sales of eco-friendly pack types are expected to grow over the forecast period

Sales of air care products expected to see strong growth over the forecast period

## Home 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-care-packaging-in-romania/report](https://www.euromonitor.com/home-care-packaging-in-romania/report).