



**Euromonitor
International**

Beauty and Personal Care Packaging in Romania

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Industry growth in 2025 as EU packaging rules and the deposit-return system reshape the agenda

INDUSTRY PERFORMANCE

Rigid plastic anchors a growing market as skin care and personal care demand lift volumes

Metal and glass grow fastest on aerosols and premium jars while flexible packaging declines

EU PPWR, the RetuRO deposit-return system and producer responsibility intensify the sustainability agenda

WHAT'S NEXT?

Steady growth to 2030 led by premiumisation, e-commerce and recyclable formats

Recycled content, refillable systems and mono-material design define the priority opportunities

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-romania/report.