



**Euromonitor
International**

Confectionery Packaging in Romania

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Cocoa-driven shrinkflation drags a flexible-dominated aisle lower as recyclability pressure mounts

INDUSTRY PERFORMANCE

Cocoa inflation and shrinkflation pull volumes lower

Shrinkflation rules sharpen the focus on pack sizing

Rigid plastic retreats while premium niches hold

WHAT'S NEXT?

Recovery led by fibre and a stabilising flexible base

Portioning, gifting and e-commerce diversify formats

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