



Dairy Packaging in Romania

September 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stabilising milk supply returns a rigid-plastic-led category to growth as carton recovery debuts

INDUSTRY PERFORMANCE

A rigid-plastic-led category steadies after a soft year

A first-in-Europe carton recovery pilot targets dairy packs

Glass surges at the premium end as bottles and jars gain

WHAT'S NEXT?

Slow volume growth as bottles and glass reshape the mix

Dual demand for value and premium widens the pack-size ladder

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