

Alcoholic Drinks Packaging in Romania

September 2023

Table of Contents

Alcoholic Drinks Packaging in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Players look to emphasise their premium or artisanal nature through their packaging Belvedere Vodka offers its limited-edition vodka in metal bottles Glass bottles gaining share in domestic lager

PROSPECTS AND OPPORTUNITIES

Rise of sustainable materials in alcoholic drinks packaging in Romania

The decline of the PET bottle is expected to continue in Romanian alcoholic drinks packaging

Alcoholic Drinks 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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