



Euromonitor
International

Sweet Spreads Packaging in Romania

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

A two-material category returns to growth as lightweight plastic tubs outpace premium glass jars

INDUSTRY PERFORMANCE

A glass- and plastic-split category returns to growth

Rigid plastic leads as convenience formats expand

Sustainability and premiumisation drive design choices

WHAT'S NEXT?

Gradual growth as recycled glass and lighter formats advance

Convenience, portioning and sustainability define the next phase

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- **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/sweet-spreads-packaging-in-romania/report.