



**Euromonitor
International**

Plant-Based Dairy Packaging in Romania

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-led demand drives a carton-defined plant-based aisle as premium glass and a new recovery pilot advance

INDUSTRY PERFORMANCE

A carton-led category sustains strong growth

Glass premiumisation distinguishes the plant-based aisle

Smaller formats broaden trial and on-the-go occasions

WHAT'S NEXT?

Sustained expansion led by glass and resilient cartons

Material innovation and pack-size flexibility expand the opportunity

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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/plant-based-dairy-packaging-in-romania/report.