

# Dairy Packaging in Romania

October 2023

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## Dairy Packaging in Romania - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Increasing popularity of PET bottles in dairy packaging due to convenience factor

Folding cartons regain momentum in cheese due to customisable properties

Share of 500ml increases as pack size is considered practical

#### PROSPECTS AND OPPORTUNITIES

HDPE bottles expected to grow within yoghurt due to preservation qualities

Shaped liquid cartons expected to gain pack type share for shelf stable milk

## Dairy 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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