



Soft Drinks Packaging in Romania

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers opting for larger quantities of bottled water

Sustainable packaging needs promote the usage of floatable product labels and rPET bottles

Aqua Carpatica launches water in metal beverage cans

PROSPECTS AND OPPORTUNITIES

Larger pack sizes to gain from growth in e-commerce sales

Health trends will continue to boost categories like bottled water and 100% juice

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