

# Processed Fruit and Vegetables Packaging in Romania

October 2023

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## Processed Fruit and Vegetables Packaging in Romania - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Visual appeal of glass jars increases popularity within processed fruits and vegetables packaging

Brick liquid cartons appreciated for preservation abilities

720g gains share as pack size offers consumers better value for money

#### PROSPECTS AND OPPORTUNITIES

The convenience of flexible plastic is expected to propel its pack type share

400g to remain most popular pack size, catering for smaller households

## Processed Fruit and Vegetables 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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