

Sweet Spreads Packaging in Romania

October 2023

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Sweet Spreads Packaging in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Other rigid containers gain pack type share within sweet spreads
Lidl introduces environmentally-friendly jam packaging
400g continues to lead as the pack size is ideal for Romanian households

PROSPECTS AND OPPORTUNITIES

Glass jars expected to gain popularity as packaging for chocolate spreads
350g expected to gain share offering value for money

Sweet Spreads 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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