

# Home Care Packaging in Romania

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#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Packaging volumes grow in 2024, driven by strong demand in dishwashing and air care Innovation is transforming home care packaging into a tool for digital engagement HDPE bottles strengthen their dominance, supported by key categories

# PROSPECTS AND OPPORTUNITIES

Home care packaging in Romania expected to grow, boosted by convenience and quick commerce trends HDPE and PET bottles are expected to grow, driven by their durability

# **DISCLAIMER**

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  country-specific local insight and comprehensive data, unavailable elsewhere.

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