



Home Care Packaging in Romania

October 2025

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Home Care Packaging in Romania - Category analysis

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

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Home Care Packaging in Romania - Company Profiles

Packaging Industry in Romania - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Packaging sizes in the food industry are shifting in response to demand for convenience and portion control

Romania's non-alcoholic drinks packaging accelerates towards circularity, boosted by DRS success

Lightweighting and material innovation redefine alcoholic beverage packaging in Romania

Refillable packaging reshapes sustainability strategies in Romania's beauty and personal care market

HDPE bottles maintain their dominance in Romanian home care packaging thanks to their durability and eco-innovation

Convenience-driven packaging shapes pet food trends

PACKAGING LEGISLATION

Romania is undergoing a comprehensive packaging transformation driven by new regulations, with industry adaptation and consumer impact at the forefront

Extended Producer Responsibility acts as a catalyst for innovation and accelerates the transition to a circular economy

Romania's new transparency rules on shrinkflation increase consumer protection and reshape packaging strategies

RECYCLING AND THE ENVIRONMENT

The Deposit Return System rapidly transforms recycling habits and drives progress towards EU circular economy goals

Comprehensive educational campaigns drive Romania's shift towards a culture of sustainable waste management and circular economy practices

Romania's recent waste policies show progress towards a circular economy and better resource management

Table 1 - Overview of Packaging Recycling and Recovery in Romania: 2022/2023 and Targets for 2024

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