



# Packaging Industry in Romania

January 2026

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### 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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