



Euromonitor  
International

# Alcoholic Drinks Packaging in Romania

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Table of Contents

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Alcoholic drinks packaging growing, with glass bottles the leading pack type  
Bag-in-box packaging gaining share as a cost-effective and sustainable solution  
Cans challenge glass bottles in Romania's evolving alcoholic drinks packaging market

#### PROSPECTS AND OPPORTUNITIES

Reusable packaging systems gaining momentum under regulatory and consumer pressure  
Lightweight packaging has become a strategic tool for logistics optimisation

#### DISCLAIMER

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/alcoholic-drinks-packaging-in-romania/report](https://www.euromonitor.com/alcoholic-drinks-packaging-in-romania/report).