



Alcoholic Drinks Packaging in Romania

October 2025

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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

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