



Euromonitor
International

Soft Drinks Packaging in Romania

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand due to the hot summer drives soft drinks packaging growth in Romania despite challenge of new tax

Romania accelerates PET recycling with DRS success and investments in rPET

Romania embraces data-driven and circular packaging innovations in soft drinks

PROSPECTS AND OPPORTUNITIES

Steady growth in soft drinks packaging volumes driven by the health trend and consistent growth for PET bottles

rPET adoption set to advance amid recycling targets and shift towards circular packaging

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- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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/soft-drinks-packaging-in-romania/report.