



Euromonitor  
International

# Baby Food Packaging in Romania

July 2024

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## Baby Food Packaging in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Folding cartons and flexible aluminium dominate the packaging of dried baby food

Aluminium/plastic pouches continue gaining share in prepared baby food

Usage of board tubs continues to increase in baby food packaging

#### PROSPECTS AND OPPORTUNITIES

Folding cartons expected to gain share in powder milk formula packaging

Glass bottles will remain the leading pack type for other baby food

## Baby Food Packaging in Romania - Company Profiles

## Packaging Industry in Romania - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Aluminium/plastic pouches continue leading prepared baby food

Labelling important in fruit/herbal tea to communicate functional elements

Mid-size glass bottles are favoured for brandy and cognac, offering luxury appeal

Convenient and cost-effective squeezable plastic tubes popular for skin care packaging

Metal aerosol cans lead, but controlled application boosting usage of squeezable plastic tubes in home insecticides

### PACKAGING LEGISLATION

Romania introduces a Deposit Return System for drinks containers

Bans reduce pollution and promote sustainability

Producers handle waste and label packaging

### RECYCLING AND THE ENVIRONMENT

EPR regulations make producers fully responsible for lifecycle of packaging

Romania to recycle 70% of all packaging waste in 2023

Campaigns in 2023 to educate citizens on recycling and proper waste segregation

**Table 1** - Overview of Packaging Recycling and Recovery in Romania: 2021/2022 and Targets for 2023

## About Euromonitor International

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baby-food-packaging-in-romania/report](http://www.euromonitor.com/baby-food-packaging-in-romania/report).