



Euromonitor  
International

# Plant-Based Dairy Packaging in Romania

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## Plant-Based Dairy Packaging in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Durable brick liquid cartons dominate plant-based dairy packaging in Romania  
Durable and recyclable PET bottles gaining share in plant-based dairy packaging  
Glass jars a niche pack type in plant-based cheese due to their visual appeal

#### PROSPECTS AND OPPORTUNITIES

Usage of lightweight thin wall plastic containers to increase in plant-based dairy packaging  
The 800ml pack size is expected to see strong growth in plant-based milk packaging

## Plant-Based Dairy 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

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