



Euromonitor  
International

# Meals and Soups Packaging in Romania

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Table of Contents

## Meals and Soups Packaging in Romania - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rise in total meals and soups packaging retail volumes, driven by busy lifestyles  
Packaging of soups and ready meals reflects everyday convenience and meal complexity  
Innovations driving local meals and soups packaging

#### PROSPECTS AND OPPORTUNITIES

Future growth in meals and soups packaging volumes in Romania  
Changing popularity of pack types and sizes in local meals and soups packaging

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## Meals and Soups Packaging in Romania - Company Profiles

## Packaging Industry in Romania - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture  
2024 key trends  
Packaging sizes in the food industry are shifting in response to demand for convenience and portion control  
Romania's non-alcoholic drinks packaging accelerates towards circularity, boosted by DRS success  
Lightweighting and material innovation redefine alcoholic beverage packaging in Romania  
Refillable packaging reshapes sustainability strategies in Romania's beauty and personal care market  
HDPE bottles maintain their dominance in Romanian home care packaging thanks to their durability and eco-innovation  
Convenience-driven packaging shapes pet food trends

### PACKAGING LEGISLATION

Romania is undergoing a comprehensive packaging transformation driven by new regulations, with industry adaptation and consumer impact at the forefront  
Extended Producer Responsibility acts as a catalyst for innovation and accelerates the transition to a circular economy  
Romania's new transparency rules on shrinkflation increase consumer protection and reshape packaging strategies

### RECYCLING AND THE ENVIRONMENT

The Deposit Return System rapidly transforms recycling habits and drives progress towards EU circular economy goals  
Comprehensive educational campaigns drive Romania's shift towards a culture of sustainable waste management and circular economy practices  
Romania's recent waste policies show progress towards a circular economy and better resource management  
Table 1 - Overview of Packaging Recycling and Recovery in Romania: 2022/2023 and Targets for 2024

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