

# Hot Drinks Packaging in Romania

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible aluminium/plastic the dominant pack type in hot drinks packaging

Labelling important in fruit/herbal tea to communicate functional elements

Folding cartons, flexible aluminium/plastic and thin wall plastic containers benefit from rising sales of fresh ground coffee pods

#### PROSPECTS AND OPPORTUNITIES

Folding cartons and flexible aluminium/plastic to grow in coffee packaging

Flexible packaging and folding cartons will benefit from the health and wellness trend

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