

Home Care Packaging in Romania

May 2023

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Home Care Packaging in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demands for modern formats push sales of new packaging types in liquid detergents

Plastic pouches continue to record strong growth in dishwashing even as overall category sales normalise in 2022

Consumers spending more time at home driving growth in air care

PROSPECTS AND OPPORTUNITIES

Sales of eco-friendly pack types are expected to grow over the forecast period

Sales of air care products expected to see strong growth over the forecast period

Home Care Packaging in Romania - Company Profiles

Packaging Industry in Romania - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible packaging dominates the food industry thanks to the convenience it offers

Non-alcoholic drinks sales suffer due to inflation

Premium/artisanal packaging is gaining ground in alcoholic drinks packaging

Refillable bottles enjoy a surge in packaging unit volumes as a sustainable option

Plastic pouches gaining popularity in home care packaging

PACKAGING LEGISLATION

Amendment to the Deposit Return System in Romania

RECYCLING AND THE ENVIRONMENT

Aqua Carpatica introduces its products in aluminium cans

Belvedere vodka redefines sustainability with limited-edition metal bottles

Table 1 - Overview of Packaging Recycling and Recovery in Romania: 2020/2021 and Targets for 2022

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