



Euromonitor  
International

# Beauty and Personal Care Packaging in Romania

August 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

HDPE bottles the leading pack type in Romania

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

Refillable and recyclable packaging an emerging trend in Romania

### PROSPECTS AND OPPORTUNITIES

Glass jars expected to gain share in skin care due to demand for premium and sustainable products

Plastic pouches expected to record dynamic growth in hair care

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **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.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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