

Confectionery Packaging in Romania

October 2023

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Confectionery Packaging in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible plastic is preferred packaging type for confectionery as it facilitates on-the-go consumption

Folding cartons gain popularity as gum packaging due to practicality

250g gains share as it is considered a user-friendly pack size

PROSPECTS AND OPPORTUNITIES

Aluminium foil expected to gain ground due to its preservation qualities

80g set to grow as affordable pack type that allows for easy snacking

Confectionery 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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