



# Dairy Packaging in Romania

July 2024

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## Dairy Packaging in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Brick liquid cartons dominate drinking milk products  
Folding cartons gaining share in cheese packaging  
High-barrier flexible plastic preferred for the packaging of powder milk

#### PROSPECTS AND OPPORTUNITIES

PET bottles expected to gain share in yoghurt packaging  
HDPE bottles are expected to see strong growth in fresh milk packaging

## Dairy Packaging in Romania - Company Profiles

## Packaging Industry in Romania - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
Aluminium/plastic pouches continue leading prepared baby food  
Labelling important in fruit/herbal tea to communicate functional elements  
Mid-size glass bottles are favoured for brandy and cognac, offering luxury appeal  
Convenient and cost-effective squeezable plastic tubes popular for skin care packaging  
Metal aerosol cans lead, but controlled application boosting usage of squeezable plastic tubes in home insecticides

### PACKAGING LEGISLATION

Romania introduces a Deposit Return System for drinks containers  
Bans reduce pollution and promote sustainability  
Producers handle waste and label packaging

### RECYCLING AND THE ENVIRONMENT

EPR regulations make producers fully responsible for lifecycle of packaging  
Romania to recycle 70% of all packaging waste in 2023  
Campaigns in 2023 to educate citizens on recycling and proper waste segregation  
**Table 1** - Overview of Packaging Recycling and Recovery in Romania: 2021/2022 and Targets for 2023

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