



**Euromonitor
International**

Packaging Industry in Romania

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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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