



# Alcoholic Drinks Packaging in Romania

October 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Glass bottles dominate alcoholic drinks packaging for their quality and premium appeal

Metal beverage cans preferred for stout in Romania for their convenience and durability

Mid-size glass bottles are favoured for brandy and cognac, offering luxury appeal

### PROSPECTS AND OPPORTUNITIES

Kegs offer alternative packaging for domestic lager but glass bottles will retain popularity

PET bottles projected to gain share of imported lager, offering a lightweight and affordable alternative to glass

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