



# Sauces, Dips and Condiments Packaging in Romania

July 2024

## Sauces, Dips and Condiments Packaging in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Durable glass jars are the most popular pack type in sauces, dips and condiments

Lightweight PET bottles dominate packaging of ketchup

Reusable glass bottles dominate packaging of salad dressings

#### PROSPECTS AND OPPORTUNITIES

PET bottles to increase their share in the packaging of mustard

The 330ml pack size is expected to lose share in the packaging of barbecue sauces

## Sauces, Dips and Condiments 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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