



Home Care Packaging in Romania

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging volumes grow in 2024, driven by strong demand in dishwashing and air care
Innovation is transforming home care packaging into a tool for digital engagement
HDPE bottles strengthen their dominance, supported by key categories

PROSPECTS AND OPPORTUNITIES

Home care packaging in Romania expected to grow, boosted by convenience and quick commerce trends
HDPE and PET bottles are expected to grow, driven by their durability

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Packaging sizes in the food industry are shifting in response to demand for convenience and portion control
Romania’s non-alcoholic drinks packaging accelerates towards circularity, boosted by DRS success
Lightweighting and material innovation redefine alcoholic beverage packaging in Romania
Refillable packaging reshapes sustainability strategies in Romania’s beauty and personal care market
HDPE bottles maintain their dominance in Romanian home care packaging thanks to their durability and eco-innovation
Convenience-driven packaging shapes pet food trends

PACKAGING LEGISLATION

Romania is undergoing a comprehensive packaging transformation driven by new regulations, with industry adaptation and consumer impact at the forefront
Extended Producer Responsibility acts as a catalyst for innovation and accelerates the transition to a circular economy
Romania’s new transparency rules on shrinkflation increase consumer protection and reshape packaging strategies

RECYCLING AND THE ENVIRONMENT

The Deposit Return System rapidly transforms recycling habits and drives progress towards EU circular economy goals
Comprehensive educational campaigns drive Romania’s shift towards a culture of sustainable waste management and circular economy practices
Romania’s recent waste policies show progress towards a circular economy and better resource management
Table 1 - Overview of Packaging Recycling and Recovery in Romania: 2022/2023 and Targets for 2024

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