



**Euromonitor
International**

Beauty and Personal Care Packaging in Romania

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

HDPE bottles remain the leading pack type in Romanian beauty and personal care packaging
Demand for larger formats rises across everyday essentials
Recycled aluminium gaining traction in Romanian deodorants packaging

PROSPECTS AND OPPORTUNITIES

Refillable packaging strengthens its position amidst EU regulations and eco trends
Minimalist packaging elevates brand credibility in premium skin care

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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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About Euromonitor International

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-romania/report.