



# Soft Drinks Packaging in Romania

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand due to the hot summer drives soft drinks packaging growth in Romania despite challenge of new tax  
Romania accelerates PET recycling with DRS success and investments in rPET  
Romania embraces data-driven and circular packaging innovations in soft drinks

PROSPECTS AND OPPORTUNITIES

Steady growth in soft drinks packaging volumes driven by the health trend and consistent growth for PET bottles  
rPET adoption set to advance amid recycling targets and shift towards circular packaging

DISCLAIMER

Soft Drinks Packaging in Romania - Company Profiles

Packaging Industry in Romania - Industry Overview

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

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/soft-drinks-packaging-in-romania/report](http://www.euromonitor.com/soft-drinks-packaging-in-romania/report).