



Baby Food Packaging in Romania

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Plastic pouches lead baby food packaging innovation in Romania
- Baby food packaging innovations by major players
- Shifting pack types and sizes in Romania’s baby food packaging landscape

PROSPECTS AND OPPORTUNITIES

- Despite demographic challenges, outlook for baby food packaging is positive
- Expected supply and demand dynamics within local baby food packaging

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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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