



Home Care Packaging in Romania

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles the leading pack type in home care due to their durability and cost-effectiveness

Large pack sizes favoured due to value and household needs

Controlled application boosting usage of squeezable plastic tubes in home insecticides

PROSPECTS AND OPPORTUNITIES

PPWR and eco-trends reshaping Romania's home care packaging

Thin wall plastic containers to gain share in surface care due to their cost-effectiveness

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