



# Beauty and Personal Care Packaging in Romania

August 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

HDPE bottles the leading pack type in Romania

Convenient and cost-effective squeezable plastic tubes popular for skin care packaging

Refillable and recyclable packaging an emerging trend in Romania

### PROSPECTS AND OPPORTUNITIES

Glass jars expected to gain share in skin care due to demand for premium and sustainable products

Plastic pouches expected to record dynamic growth in hair care

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