

# Soft Drinks Packaging in Romania

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## Abstracts

Coca-Cola introduced its KeelClip technology in Romania in 2021. The new paper-based (cardboard) wrapping holds the top of multipacks of up to eight units of metal beverage cans together and will be used instead of the plastic shrinkwrap packaging that was previously being applied. This new multipack type packaging will be used on the Coca-Cola, Fanta, Sprite and Schweppes brands. It is part of the company's vision of a circular economy, with this innovative solution representing minimalist and...

Euromonitor International's Soft Drinks Packaging in Romania report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

**Product coverage:** Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Soft Drinks Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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