

Tobacco Packaging in Romania

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Abstracts

The tobacco packaging market had a similar performance in 2014 to that in the previous year. Unit volume sales of tobacco packaging fell by 2%, reaching 4.5 billion units. This was the effect of a combination of factors, ranging from governmental regulations to rising consumer preoccupation with health. Constantly increasing taxes during the review period led to higher prices, which also discouraged consumption. Market performance was dragged down by a decline in sales of cigarettes. However,...

Euromonitor International's Tobacco Packaging in Romania report offers insight into key trends and developments driving packaging across the category.

Product coverage: Cigarettes, Cigars, Smokeless Tobacco, Smoking Tobacco.

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

Why buy this report?

Get a detailed picture of the Tobacco 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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Functionality and Convenience Become the Norm

Closures-related Innovation Intensifies

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Overall Economic Situation of the Country Shapes Packaging

Pet Bottles Has Notable Presence in Beverages

Packaging-related Innovation As A Key Weapon

Packaging Legislation

Packaging Regulation Targets Public Institutions First

More Restrictions on Packaging Labelling Starting in 2014

Recycling and the Environment

Romania Struggles To Reach European Levels of Recycling Rates

A Rising Number of Initiatives Stimulate Packaging Recycling in Romania

the Recycling Infrastructure Is Slowly Improving

More Eco-friendly Packaging

Educating Children To Respect the Environment

Table 1 Overview of Packaging Recycling and Recovery in Romania 2012/2013 and Targets for 2014

Packaging Design and Labelling

Sophistication Marks Beverages

Consumers To Create Packaging for Detergents

Personalised Designs Within Confectionery

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