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## **THE EVOLUTION OF ECO-LABELED PRODUCTS IN ROMANIA**

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### **Abstract**

Nowadays, when the problem of environmental protection is quite stringent, the producers are concerned to bring on the market products, which have reduced environmental impact. In their turn, the consumers have become more aware and selective in purchasing products or services. Due to the financial crisis, consumers buy less but they are asking for quality and environmental friendly products. Under these circumstances the producers must find solutions in order to satisfy the consumers' requirements. According to market survey the significant progress has been made in the production of green products so that they reduce the environmental impact, taking into account a part or the whole lifecycle of the product. In free consecutive years gradually the companies are oriented to obtain various certifications for the products and services they offer. One of the most important and successful certification schemes identified by survey is the European eco-label. However, there are a number of other widely accepted and successful labels that are also analyzed in the present study. The survey objective was to identify green products on the Romanian market and to monitor their evolution. The present paper presents the results of three years market research focusing on product categories that include eco-labeled products.

*Key words:* eco labels, green, LIFE+, market, products

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