

Confectionery Packaging in Romania

Market Direction | 2022-07-18 | 9 pages | Euromonitor

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Report description:

Gum packaging, which was already in decline in 2019, recorded a steep fall in 2020, when the pandemic resulted in a major reduction in impulse purchasing and on-the-go consumption. This was still ongoing to an extent in 2021, when gum recorded another double-digit percentage decline in its unit volumes. Flexible packaging, mainly flexible aluminium/paper, but also some flexible plastic and blister and strip packs, is the dominant pack type for gum, with other rigid containers growing in importan...

Euromonitor International's Confectionery 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: Chocolate Confectionery, Gum, Sugar Confectionery.

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

Why buy this report?

- * Get a detailed picture of the Confectionery 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.

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CONFECTIONERY PACKAGING IN ROMANIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Reduction in on-the-go consumption weighs on demand for gum

Health and wellness is not confectionery's friend

Increase in snacking at home helps maintain demand for tablets

PROSPECTS AND OPPORTUNITIES

Usage of other rigid containers will continue to decline in chocolate with toys

Chocolate confectionery packaging will lead the growth in the forecast period

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