

## **Ready Meals Packaging in Romania**

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

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### **Report description:**

Demand for ready meals packaging was expanding rapidly in Romania during the review period, prior to the onset of pandemic. Urbanisation was the main driver of this growth, as accelerating lifestyles meant that many consumers had less time to prepare meals, in addition to robust economic growth, which drove an increase in household disposable income. The expansion of modern retail outlets also played a role, by making these products more accessible to local consumers, as most supermarkets and hy...

Euromonitor International's Ready Meals 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: Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

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

Why buy this report?

- \* Get a detailed picture of the Ready Meals 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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Euromonitor International

December 2022

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READY MEALS PACKAGING IN ROMANIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Ready meals packaging growth slows but remains strong

Thin wall plastic containers dominate prepared salads, but they are losing ground to flexible plastic

Ready meal trays and folding cartons grow in popularity at the expense of thin wall plastic containers in chilled ready meals

PROSPECTS AND OPPORTUNITIES

Growth in ready meals packaging will slow as demand for these products matures

Thin wall plastic containers will continue to lose share in prepared salads and chilled ready meals

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