

## **Sweet Spreads Packaging in Romania**

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

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### **Report description:**

Sweet spreads packaging saw a spike in its growth rate during 2020, as COVID-19 led to consumers spending more time at home and eating more meals and snacks there. Chocolate spreads account for the bulk of packaging demand in sweet spreads, and demand for chocolate spreads packaging was up during the year. Chocolate spreads are both a breakfast food and a popular snack, and many consumers ate breakfast at home more frequently and ate more snacks there during 2020. This drove strong growth in dem...

Euromonitor International's Sweet Spreads 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 Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads, Yeast-based Spreads.

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

Why buy this report?

- \* Get a detailed picture of the Sweet Spreads 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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Euromonitor International  
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### **SWEET SPREADS PACKAGING IN ROMANIA**

#### **KEY DATA FINDINGS**

#### **2021 DEVELOPMENTS**

Growth slows in 2021 after the spike in demand seen in 2020

Growth remains strong in honey packaging in 2021, albeit slowing slightly on 2020

The 20g thin wall plastic container pack continues making strong gains in jams and preserves

#### **PROSPECTS AND OPPORTUNITIES**

Positive, if slowing, growth expected for sweet spreads packaging

E-commerce will drive demand for large pack sizes, with on-the-go consumption boosting demand for single-serve packs

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