

Baby Food Packaging in Romania

Market Direction | 2023-10-26 | 8 pages | Euromonitor

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Report description:

While flexible packaging remained the most popular packaging format for overall baby food in 2022, driven by prepared baby food, board tubs displayed an increase in pack type share within the category for several reasons. Firstly, as board tubs are made from materials that are considered food-safe, many parents and caregivers prefer them. Secondly, the fact that this pack type is microwave-safe, resealable and freezer-safe makes it easy for parents to easily heat and store baby food without the...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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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BABY FOOD PACKAGING IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Board tubs gain popularity in baby food packaging due to perceptions of safety and convenience

Folding cartons increasingly preferred for milk formula due to ample space and functionality

500g for baby food packaging considered ideal pack size for affordability

PROSPECTS AND OPPORTUNITIES

Aluminium/plastic pouches expected to gain share due to ease of use

90g to remain leading pack size in baby food, supported by rise in on-the-go consumption occasions

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