

## **Confectionery Packaging in Romania**

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

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### **Report description:**

In 2022, demand for the leading pack type within confectionery, flexible plastic, continued to grow. This was because confectionery products are often sensitive to moisture, air, and light, and flexible plastic packaging can provide a barrier against these elements, helping to maintain the freshness, flavour, and texture of the products. Additionally, as confectionery products are often consumed on the go, flexible plastic packaging offers portability and convenience.

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

2022 DEVELOPMENTS

Flexible plastic is preferred packaging type for confectionery as it facilitates on-the-go consumption

Folding cartons gain popularity as gum packaging due to practicality

250g gains share as it is considered a user-friendly pack size

PROSPECTS AND OPPORTUNITIES

Aluminium foil expected to gain ground due to its preservation qualities

80g set to grow as affordable pack type that allows for easy snacking

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