

Meals and Soups Packaging in Romania

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

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Report description:

While other leading pack types, such as flexible aluminium/plastic and flexible aluminium/paper, continued to lose ground within meals and soups packaging in 2022, thin wall plastic containers witnessed an increase in pack type share. This was because thin wall plastic containers are designed to be microwave-safe, which makes them extremely convenient for consumers to heat up meals and soups directly in the container.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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MEALS AND SOUPS PACKAGING IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Thin wall plastic containers increasingly preferred for meals and soup packaging due to convenience factor

Flexible plastic gains pack type share in prepared salads

Leading pack size of 200g continues to perform well in meals and soups

PROSPECTS AND OPPORTUNITIES

Folding cartons expected to gain share in meals and soup packaging

Metal food cans expected to gain share of soups due to their functionality

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