

Plant-Based Dairy Packaging in Romania

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

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Report description:

Plant-based dairy continued on its dynamic growth trajectory towards the end of the review period, albeit from a low base. While plant-based dairy has been available in Romania for some years, the pandemic and associated health trends accelerated consumer interest in healthy-positioned plant-based dairy. Previously to this, plant-based options were mainly limited to religious fasts, when the Orthodox Christian religion forbids consumption of several animal origin products which include dairy. Ho...

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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PLANT-BASED DAIRY PACKAGING IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Thin wall plastic containers record pack type increase due to ease of use

Glass jars gain share in niche plant-based cheese due to visual appeal

200ml remains popular pack size for plant-based dairy in Romania

PROSPECTS AND OPPORTUNITIES

PET bottles expected to gain pack type share for plant-based milk due to durability

150g to become popular for plant-based dairy driven by on-the-go consumption

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