

## **Processed Meat and Seafood Packaging in Romania**

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

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### **Report description:**

Despite another low retail unit volume decline in 2022 in line with greater mobility outside of the home, demand for processed meat and seafood packaging remained above pre-pandemic levels, driven by urbanisation in Romania. With consumers' lifestyles accelerating, they remain drawn to the convenience offered by processed meat and seafood. The expansion of modern retail outlets in Romania has also played a significant role in this by making chilled and frozen processed meat both more accessible...

Euromonitor International's Processed Meat and Seafood 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: Meat and seafood substitutes inc Tofu, Processed Meat, Processed Seafood.

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

Why buy this report?

- \* Get a detailed picture of the Processed Meat and Seafood 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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PROCESSED MEAT AND SEAFOOD PACKAGING IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible plastic remains dominant pack type due to the convenience factor

The versatility of aluminium trays supports their increasing popularity as a pack type

Thin wall plastic containers appreciated for durability in cold temperatures

PROSPECTS AND OPPORTUNITIES

Metal food cans expected to become popular for their preservation quality

200g is expected to gain pack size share over the forecast period

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