

Baby Food Packaging in Romania

Market Direction | 2024-07-30 | 9 pages | Euromonitor

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Report description:

Folding cartons and flexible aluminium/plastic remained the preferred pack types for dried baby food in Romania in 2023. This underscores the importance of packaging solutions that ensure the freshness and quality of food products, while addressing economic and environmental considerations. Romania's diverse climate, influenced by its geographical location in Southeastern Europe and varying altitudes, requires packaging materials that can effectively preserve food integrity under different storage conditions.

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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Table of Contents:

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List Of Contents And Tables

BABY FOOD PACKAGING IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons and flexible aluminium dominate the packaging of dried baby food

Aluminium/plastic pouches continue gaining share in prepared baby food

Usage of board tubs continues to increase in baby food packaging

PROSPECTS AND OPPORTUNITIES

Folding cartons expected to gain share in powder milk formula packaging

Glass bottles will remain the leading pack type for other baby food

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