

Confectionery Packaging in Romania

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

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Report description:

Flexible plastic remained the leading pack type in confectionery in Romania in 2023, with this packaging format continuing to see positive growth in this year. 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. As confectionery products are often consumed on the go, flexible plastic packaging also 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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Table of Contents:

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List Of Contents And Tables

CONFECTIONERY PACKAGING IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic the most popular packaging for confectionery as it facilitates on-the-go consumption

Folding cartons and other plastic trays the main pack types in boxed assortments

Aluminium foil dominates chocolate with toys packaging

PROSPECTS AND OPPORTUNITIES

Lightweight flexible plastic to continue gaining share in tablets

Plastic pouches expected to take over from flexible plastic as the main pack type in chocolate pouches and bags

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