

Meals and Soups Packaging in Romania

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

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Report description:

Flexible plastic and folding cartons are the two main packaging types used for frozen pizza in Romania. The choice of these materials is down to their lightweight nature, durability and suitability for packaging pizzas. Folding cartons offer convenience to consumers and retailers alike, being easy to stack and display. The preference for flexible plastic and folding cartons also aligns with global sustainability movements, as these materials are fully recyclable and reusable, contributing to red...

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

2023 DEVELOPMENTS

Flexible plastic and folding cartons preferred for the packaging of frozen pizza

Metal food cans dominate packaging of shelf stable soup

Flexible plastic gaining share in prepared salads

PROSPECTS AND OPPORTUNITIES

Folding cartons expected to gain share in meals and soups packaging

Flexible aluminium/paper to gain share in dry soup packaging

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