

## **Processed Fruit and Vegetables Packaging in Romania**

Market Direction | 2024-07-30 | 10 pages | Euromonitor

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### **Report description:**

Metal food cans remained the most popular packaging type for processed fruit and vegetables in 2023, driven by their strength in the largest category of shelf stable fruit and vegetables. The second most popular pack type is glass jars, with this pack type often favoured by premium brands. Glass jars allow consumers to see the vibrant colours and textures of the processed fruit or vegetables. This is not only visually appealing, but also allows them to see the quality of the produce before makin...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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 Fruit and Vegetables 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 FRUIT AND VEGETABLES PACKAGING IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Visual appeal of glass jars increases their popularity in processed fruit and vegetables packaging

Durable metal food cans dominate packaging of shelf stable vegetables

Brick liquid cartons gaining share in shelf stable tomatoes

PROSPECTS AND OPPORTUNITIES

Reusable glass jars expected to continue gaining share in shelf stable beans

The convenience of flexible plastic will help it gain further share

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