

Processed Meat and Seafood Packaging in Romania

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

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Report description:

Flexible plastic remained the dominant pack type for chilled processed meat in Romania in 2023. Given chilled processed meat sales dominate overall processed meat and seafood sales, flexible plastic is also the leading pack type in the overall category. Flexible plastic is a popular packaging format for chilled processed meat given Romania's diverse climate, which ranges from continental to temperate, necessitating packaging solutions that can maintain product freshness across varying temperatur...

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

2023 DEVELOPMENTS

Flexible plastic dominates packaging of chilled processed meat

Thin wall plastic containers preferred for the packaging of chilled processed seafood

Metal food cans dominate shelf stable seafood packaging

PROSPECTS AND OPPORTUNITIES

Aluminium trays to gain share in the packaging of shelf stable meat

Metal food cans will gain more share in shelf stable seafood thanks to their preservation qualities

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