

## **Sweet Spreads Packaging in Romania**

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

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### **Report description:**

Thin wall plastic containers are the dominant pack type used for chocolate spreads in Romania. The lightweight nature and durability of these containers make them an ideal choice for packaging chocolate spreads. Consumers appreciate the ease of opening, resealing and portability of these containers, which adds to their convenience. The use of thin wall plastic containers aligns with the global movement towards sustainable practices, as they are fully recyclable and can be reused multiple times.

Euromonitor International's Sweet Spreads 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 Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads, Yeast-based Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Sweet Spreads 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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SWEET SPREADS PACKAGING IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Thin wall plastic containers preferred for the packaging of chocolate spreads

Glass jars dominate jams and preserves packaging in Romania

The 400g pack is the most popular size in sweet spreads

PROSPECTS AND OPPORTUNITIES

Glass bottles expected to gain share in honey packaging in the coming years

Other rigid containers will continue gaining pack type share in chocolate spreads

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