

Processed Meat and Seafood Packaging in Romania

October 2023

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Processed Meat and Seafood Packaging in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible plastic remains dominant pack type due to the convenience factor
The versatility of aluminium trays supports their increasing popularity as a pack type
Thin wall plastic containers appreciated for durability in cold temperatures

PROSPECTS AND OPPORTUNITIES

Metal food cans expected to become popular for their preservation quality
200g is expected to gain pack size share over the forecast period

Processed Meat and Seafood Packaging in Romania - Company Profiles

Packaging Industry in Romania - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Flexible packaging dominates the food industry thanks to the convenience it offers
Non-alcoholic drinks sales suffer due to inflation
Premium/artisanal packaging is gaining ground in alcoholic drinks packaging
Refillable bottles enjoy a surge in packaging unit volumes as a sustainable option
Plastic pouches gaining popularity in home care packaging

PACKAGING LEGISLATION

Amendment to the Deposit Return System in Romania

RECYCLING AND THE ENVIRONMENT

Aqua Carpatica introduces its products in aluminium cans
Belvedere vodka redefines sustainability with limited-edition metal bottles
Table 1 - Overview of Packaging Recycling and Recovery in Romania: 2020/2021 and Targets for 2022

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