



Meals and Soups Packaging in Romania

October 2023

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Meals and Soups Packaging in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Thin wall plastic containers increasingly preferred for meals and soup packaging due to convenience factor

Flexible plastic gains pack type share in prepared salads

Leading pack size of 200g continues to perform well in meals and soups

PROSPECTS AND OPPORTUNITIES

Folding cartons expected to gain share in meals and soup packaging

Metal food cans expected to gain share of soups due to their functionality

Meals and Soups 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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