

# Baby Food Packaging in Romania

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## Abstracts

COVID-19 had a more muted effect on demand for baby food packaging than it did in a number of other packaged food categories. During the early stages of the pandemic in 2020, concerns about potential supply disruption led some parents to stockpile baby food, particularly powder milk formula, which is the biggest product area in baby food in terms of packaging unit volumes. However, once it became clear that supply chains remained robust, purchasing behaviour began to normalise.

Euromonitor International's Baby Food 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:** Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

### Why buy this report?

Get a detailed picture of the Baby Food 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Slightly positive impact of COVID-19 on baby food packaging

Plastic pouches gaining share in other baby food

Nestl? drives shift from glass to aluminium/plastic pouches in prepared baby food

PROSPECTS AND OPPORTUNITIES

Powder milk formula to decline over the forecast period, hit by increased breastfeeding

Increased sales of baby water and liquid milk formula will boost demand for PET bottles

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