

# Canned/Preserved Food Packaging in Romania

<https://marketpublishers.com/r/CE46EDBD77DEN.html>

Date: May 2015

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: CE46EDBD77DEN

## Abstracts

Romanians are largely familiar with canned/preserved food and the category is rather mature. Sales of canned/preserved food have been affected by the financial crisis but a recovery started in 2013. In 2014, the packaging category escalated by 2% in filled volume units, which totalled 285 million. Canned/preserved food comprises a variety of brands, covering both low-end and premium products. Volume sales are dominated by domestic brands, which are perceived as more trustworthy and as having...

Euromonitor International's Canned/Preserved 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:** Canned/Preserved Beans, Canned/Preserved Fish/Seafood, Canned/Preserved Fruit, Canned/Preserved Meat and Meat Products, Canned/Preserved Pasta, Canned/Preserved Ready Meals, Canned/Preserved Soup, Canned/Preserved Tomatoes, Canned/Preserved Vegetables, Other Canned/Preserved 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 Canned/Preserved 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.

## Contents

Headlines

Trends

Prospects

Can-pack Romania SRL in Packaging Industry (romania)

Strategic Direction

Key Facts

Summary 1 Can-Pack Romania SRL: Key Facts

Summary 2 Can-Pack Romania SRL: Operational Indicators

Company Background

Production

Summary 3 Major End-use Markets for Can-Pack Romania SRL by Pack Type 2013

Competitive Positioning

Mayr-Melnhof Packaging Romania SRL in Packaging Industry (romania)

Strategic Direction

Key Facts

Summary 4 Mayr-Melnhof Packaging Romania SRL: Key Facts

Summary 5 Mayr-Melnhof Packaging Romania SRL: Operational Indicators

Company Background

Production

Summary 6 Major End-use Markets for Mayr-Melnhof Packaging Romania SRL by Pack Type 2013

Competitive Positioning

Stirom SA in Packaging Industry (romania)

Strategic Direction

Key Facts

Summary 7 Stirom SA: Key Facts

Summary 8 Stirom SA: Operational Indicators

Company Background

Production

Summary 9 Major End-use Markets for Stirom SA by Pack Type 2013

Competitive Positioning

Tetra Pak Romania SRL in Packaging Industry (romania)

Strategic Direction

Key Facts

Summary 10 Tetra Pak Romania SRL: Key Facts

Summary 11 Tetra Pak Romania SRL: Operational Indicators

Company Background

## Production

Summary 12 Major End-use Markets for Tetra Pak by Pack Type 2013

## Competitive Positioning

### Executive Summary

Muted Growth for Romanian Packaging

Unpackaged Food Losing Popularity

Pet Bottles Continues To Dominate Beverages

Functionality and Convenience Become the Norm

Closures-related Innovation Intensifies

### Key Trends and Developments

Unpackaged Food Continues To Lose Ground

Overall Economic Situation of the Country Shapes Packaging

Pet Bottles Has Notable Presence in Beverages

Packaging-related Innovation As A Key Weapon

### Packaging Legislation

Packaging Regulation Targets Public Institutions First

More Restrictions on Packaging Labelling Starting in 2014

### Recycling and the Environment

Romania Struggles To Reach European Levels of Recycling Rates

A Rising Number of Initiatives Stimulate Packaging Recycling in Romania

the Recycling Infrastructure Is Slowly Improving

More Eco-friendly Packaging

Educating Children To Respect the Environment

Table 1 Overview of Packaging Recycling and Recovery in Romania 2012/2013 and Targets for 2014

### Packaging Design and Labelling

Sophistication Marks Beverages

Consumers To Create Packaging for Detergents

Personalised Designs Within Confectionery



## I would like to order

Product name: Canned/Preserved Food Packaging in Romania

Product link: <https://marketpublishers.com/r/CE46EDBD77DEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CE46EDBD77DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970