

# Confectionery Packaging in Romania

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## Abstracts

In 2022, demand for the leading pack type within confectionery, flexible plastic, continued to grow. This was because confectionery products are often sensitive to moisture, air, and light, and flexible plastic packaging can provide a barrier against these elements, helping to maintain the freshness, flavour, and texture of the products. Additionally, as confectionery products are often consumed on the go, flexible plastic packaging offers portability and convenience.

Euromonitor International's Confectionery 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 Confectionery, Gum, Sugar Confectionery.

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

Why buy this report?

Get a detailed picture of the Confectionery 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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Confectionery Packaging in Romania  
Euromonitor International  
February 2024

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Folding cartons gain popularity as gum packaging due to practicality

### **250G GAINS SHARE AS IT IS CONSIDERED A USER-FRIENDLY PACK SIZE**

### **PROSPECTS AND OPPORTUNITIES**

Aluminium foil expected to gain ground due to its preservation qualities

### **80G SET TO GROW AS AFFORDABLE PACK TYPE THAT ALLOWS FOR EASY SNACKING**

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