

Dairy Packaging in Romania

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Abstracts

COVID-19 drove a significant acceleration in the growth rate for dairy packaging unit volumes in 2020. With consumers spending more time at home due to restrictions on movement, they prepared and ate more meals and snacks there. Meanwhile, the economic shock of the pandemic led to a decline in the purchasing power of many consumers, making them more price sensitive, which boosted demand for cheaper pack types. Yoghurt is the biggest source of demand for dairy packaging unit volumes, ahead of che...

Euromonitor International's Dairy 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: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

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

Why buy this report?

Get a detailed picture of the Dairy 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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2021 DEVELOPMENTS

Growth slows but demand for dairy packaging remains high in 2021

Sliced hard cheese in thin wall plastic containers with peel-off plastic closures continue gaining popularity

Pandemic reinforces demand for larger pack sizes in fresh milk

PROSPECTS AND OPPORTUNITIES

Positive growth expected throughout the forecast period for dairy packaging

Revival in on-the-go consumption will boost demand for smaller pack sizes in yoghurt and sour milk drinks

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