

# Processed Fruit and Vegetables Packaging in Romania

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## Abstracts

Metal food cans remained the most popular packaging type for processed fruits and vegetables in 2022, driven by their strength in the largest retail unit volume category of shelf stable fruits and vegetables. Nevertheless, the use of glass jars in the latter remained higher than pre-pandemic levels, with this pack type often favoured by premium brands.

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

Get a detailed picture of the Processed Fruit and Vegetables 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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Euromonitor International  
February 2024

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**KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Visual appeal of glass jars increases popularity within processed fruits and vegetables packaging  
Brick liquid cartons appreciated for preservation abilities

**720G GAINS SHARE AS PACK SIZE OFFERS CONSUMERS BETTER VALUE FOR MONEY**

#### **PROSPECTS AND OPPORTUNITIES**

The convenience of flexible plastic is expected to propel its pack type share

**400G TO REMAIN MOST POPULAR PACK SIZE, CATERING FOR SMALLER HOUSEHOLDS**

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