

# Processed Meat and Seafood Packaging in Romania

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## Abstracts

Despite another low retail unit volume decline in 2022 in line with greater mobility outside of the home, demand for processed meat and seafood packaging remained above pre-pandemic levels, driven by urbanisation in Romania. With consumers' lifestyles accelerating, they remain drawn to the convenience offered by processed meat and seafood. The expansion of modern retail outlets in Romania has also played a significant role in this by making chilled and frozen processed meat both more accessible...

Euromonitor International's Processed Meat and Seafood 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: Meat and seafood substitutes inc Tofu, Processed Meat, Processed Seafood.

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 Meat and Seafood 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**

Flexible plastic remains dominant pack type due to the convenience factor  
The versatility of aluminium trays supports their increasing popularity as a pack type  
Thin wall plastic containers appreciated for durability in cold temperatures

### **PROSPECTS AND OPPORTUNITIES**

Metal food cans expected to become popular for their preservation quality

### **200G IS EXPECTED TO GAIN PACK SIZE SHARE OVER THE FORECAST PERIOD**

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