



**Euromonitor
International**

Processed Meat and Seafood Packaging in Romania

July 2024

Processed Meat and Seafood Packaging in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic dominates packaging of chilled processed meat

Thin wall plastic containers preferred for the packaging of chilled processed seafood

Metal food cans dominate shelf stable seafood packaging

PROSPECTS AND OPPORTUNITIES

Aluminium trays to gain share in the packaging of shelf stable meat

Metal food cans will gain more share in shelf stable seafood thanks to their preservation qualities

Processed Meat and Seafood Packaging in Romania - Company Profiles

Packaging Industry in Romania - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Aluminium/plastic pouches continue leading prepared baby food

Labelling important in fruit/herbal tea to communicate functional elements

Mid-size glass bottles are favoured for brandy and cognac, offering luxury appeal

Convenient and cost-effective squeezable plastic tubes popular for skin care packaging

Metal aerosol cans lead, but controlled application boosting usage of squeezable plastic tubes in home insecticides

PACKAGING LEGISLATION

Romania introduces a Deposit Return System for drinks containers

Bans reduce pollution and promote sustainability

Producers handle waste and label packaging

RECYCLING AND THE ENVIRONMENT

EPR regulations make producers fully responsible for lifecycle of packaging

Romania to recycle 70% of all packaging waste in 2023

Campaigns in 2023 to educate citizens on recycling and proper waste segregation

Table 1 - Overview of Packaging Recycling and Recovery in Romania: 2021/2022 and Targets for 2023

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-and-seafood-packaging-in-romania/report.