

# Ready Meals Packaging in Romania

July 2022

Table of Contents

## Ready Meals Packaging in Romania - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Ready meals packaging growth slows but remains strong

Thin wall plastic containers dominate prepared salads, but they are losing ground to flexible plastic

Ready meal trays and folding cartons grow in popularity at the expense of thin wall plastic containers in chilled ready meals

#### PROSPECTS AND OPPORTUNITIES

Growth in ready meals packaging will slow as demand for these products matures

Thin wall plastic containers will continue to lose share in prepared salads and chilled ready meals

## Ready Meals Packaging in Romania - Company Profiles

## Packaging Industry in Romania - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2021: The big picture

2021 key trends

Post-pandemic changes influence packaging for the food industry

Consumer demands shape the packaging for non-alcoholic drinks

Glass bottles beats competition to be the most popular pack type for alcohol drinks

Essential items determine the demand for packaging for personal care

Home care sees innovation in eco-friendly packaging

### PACKAGING LEGISLATION

Amendments made to packaging laws

### RECYCLING AND THE ENVIRONMENT

Romania introduces EU's Plastic Tax

Returns system for non-reusable primary packaging

Table 1 - Overview of Packaging Recycling and Recovery in Romania: 2019/2020 and Targets for 2021

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