Euromonitor International

Processed Meat, Seafood and Alternatives To Meat Packaging in Romania

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Processed Meat, Seafood and Alternatives To Meat Packaging in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Resealable pouches and films drive a flexible-led protein aisle as mono-material recyclability advances

INDUSTRY PERFORMANCE

Pouches and films sustain a flexible-led protein aisle
Recyclability pressures push mono-material and recycled content
Glass and premium formats diverge from value cans

WHAT'S NEXT?

Flexible and recycled-content formats drive measured growth
Smaller portions and premium cues open new space

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Processed Meat, Seafood and Alternatives To Meat Packaging in Romania - Company Profiles

Packaging Industry in Romania - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
Food packaging: glass and fibre rise as the deposit system feeds recyclate
Soft drinks packaging accelerates the bottle-to-bottle loop as glass and metal gain
Pet food packaging consolidates around lightweight, recyclable pouches

PACKAGING LEGISLATION

The EU Packaging and Packaging Waste Regulation sets the structural agenda
Extended producer responsibility and higher national recycling targets raise the bar
Shrinkflation disclosure rules reshape pack-size strategy

RECYCLING AND THE ENVIRONMENT

Sistemul Garantie-Returnare deposit system bolsters progress toward circular-economy
Fibre recovery and flexible-packaging recycling expand the infrastructure

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-packaging-in-romania/report.