



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat Packaging in Romania

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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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- **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.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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.