



**Euromonitor
International**

Meals and Soups Packaging in Romania

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Busy-lifestyle demand lifts a flexible-led meals category as recyclable cans and fibre trays gain momentum

INDUSTRY PERFORMANCE

Convenience demand lifts a flexible- and plastic-led category

Metal and fibre formats add momentum at the edges

Recyclability requirements steer tray and pouch design

WHAT'S NEXT?

Fibre and flexible formats lead balanced growth

Convenience, premiumisation and value reshape pack sizes

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- **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/meals-and-soups-packaging-in-romania/report.