



Confectionery Packaging in Romania

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic the most popular packaging for confectionery as it facilitates on-the-go consumption

Folding cartons and other plastic trays the main pack types in boxed assortments

Aluminium foil dominates chocolate with toys packaging

PROSPECTS AND OPPORTUNITIES

Lightweight flexible plastic to continue gaining share in tablets

Plastic pouches expected to take over from flexible plastic as the main pack type in chocolate pouches and bags

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