



Soft Drinks Packaging in Poland

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

PET bottles remain the dominant pack type
Players working towards building a future where plastic never becomes waste
Smaller pack sizes are growing increasingly popular in soft drinks

PROSPECTS AND OPPORTUNITIES

The use of rPET bottles across soft drinks is expected to continue gaining momentum
Smart packaging is likely to become a differentiating factor over the forecast period

Soft Drinks Packaging in Poland - Company Profiles

Packaging Industry in Poland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
Rising popularity of smaller pack sizes in cheese due to their convenience and portability
PET bottles dominate bottled water packaging due to their excellent barrier properties
Sustainability set to become increasingly important in alcoholic drinks packaging
The 50ml pack size dominates the packaging of basic moisturisers due to its portability and convenience
HDPE bottles growing in spray/aerosol insecticides due to environmental concerns

PACKAGING LEGISLATION

Polish government approves an amendment to the Act on Packaging and Packaging Waste Management
Poland enacts Act on Packaging and Packaging Waste Management to curb single-use plastic and enhance recycling targets

RECYCLING AND THE ENVIRONMENT

Eco-friendly packaging innovations in automatic dishwashing tablets
Brands are working towards building a future in which plastic never becomes waste
Table 1 - Overview of Packaging Recycling and Recovery in Poland: 2021/2022 and Targets for 2023

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