



# Packaging Industry in Poland

November 2024

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### 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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