



**Euromonitor
International**

Beauty and Personal Care Packaging in Poland

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Leading bar soap pack type flexible paper fits the bill in terms of eco-friendliness

HDPE bottles the major pack type in conditioners and treatments due to their versatility and recyclability

Garnier launches a 100% recyclable paper-based tube for its BB cream

PROSPECTS AND OPPORTUNITIES

Squeezable plastic tubes expected to gain share due to their cost-effectiveness and practicality

The 50ml pack will remain the most popular size over the forecast period

Beauty and Personal Care 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-poland/report.