

Alcoholic Drinks Packaging in Poland

Market Direction | 2023-09-08 | 8 pages | Euromonitor

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Report description:

Glass bottles continued to be the dominant pack type in the Polish alcoholic drinks market in 2022, continuing to fight off the stiff competition from metal beverage cans. This is because the reputation of glass bottles is very high in Poland. Glass bottles have a long-standing association with quality and tradition in the alcoholic drinks industry in Poland. This is because consumers often perceive glass bottles as a mark of premium and high-quality products. Moreover, glass is inert and imperm...

Euromonitor International's Alcoholic Drinks Packaging in Poland report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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ALCOHOLIC DRINKS PACKAGING IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass bottles dominate alcoholics drink packaging in Poland

Specjal introduces a returnable beer bottle that is 10g lighter than previous iterations

The 330ml size becomes more popular in Poland

PROSPECTS AND OPPORTUNITIES

Absolut Vodka launches bottles made from 53% recycled glass

Folding cartons are expected to find wider application in wine

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