

Alcoholic Drinks Packaging in Poland

Market Direction | 2024-10-14 | 9 pages | Euromonitor

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Report description:

Beer accounted for the most significant total packaging retail volumes in Poland in 2023. Within beer, glass bottles continued to hold the highest share of packaging volumes, and although it saw a decline in actual packaging volumes in 2023, it saw a rising share of the total. Glass bottles have a long-standing association with quality and tradition in the alcoholic drinks industry in Poland. They are favoured for their excellent barrier properties. Glass, especially brown or amber-coloured glas...

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

2023 DEVELOPMENTS

Glass bottles preferred for beer packaging, as they provide a premium consumption experience

Durability of metal beverage cans aids their adoption for packaging RTDs

330ml pack size gains popularity in alcoholic drinks for moderation and convenience

PROSPECTS AND OPPORTUNITIES

Folding cartons to gain popularity in Poland as stylish secondary packaging for whiskies

Sustainability set to become increasingly important in alcoholic drinks packaging

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