

Packaging Industry in Poland

Market Direction | 2024-11-21 | 21 pages | Euromonitor

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Report description:

In Poland, packaging in 2023 was marked by significant shifts driven by consumer demand for convenience, environmental awareness and regulatory pressures. The plant-based dairy and hot drinks markets have shown distinct packaging preferences, with brick liquid cartons leading plant-based milk packaging due to their sustainability and consumer convenience. Meanwhile, flexible packaging options are the primary choice in hot drinks, particularly for tea and coffee, offering strong barrier properties...

Euromonitor International's Packaging in Poland report offers insight into key trends and developments in the industry. 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.

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

Why buy this report?

- * Get a detailed picture of the 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

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List Of Contents And Tables

PACKAGING INDUSTRY IN POLAND

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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