

## **Soft Drinks Packaging in Poland**

Market Direction | 2024-04-23 | 8 pages | Euromonitor

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### **Report description:**

The PET bottle is the dominant pack type in Polish soft drinks, in the retail channel in particular. PET bottles are seen as a convenient option for many soft drink products, such as carbonates and bottled water, as they come in various pack sizes, ranging from 250ml to two litres, and are easy to stack and store. PET bottles are also lightweight, making them easy to carry, and provide excellent barrier properties, ensuring that the product within remains unadulterated. Moreover, the clear natur...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Soft 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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Euromonitor International  
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#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

PET bottles remain the dominant pack type

Players working towards building a future where plastic never becomes waste

Smaller pack sizes are growing increasingly popular in soft drinks

#### **PROSPECTS AND OPPORTUNITIES**

The use of rPET bottles across soft drinks is expected to continue gaining momentum

Smart packaging is likely to become a differentiating factor over the forecast period

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