

Poland Container Glass - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Poland Container Glass Market size in terms of shipment volume is expected to grow from 2.66 million tonnes in 2025 to 3.00 million tonnes by 2030, at a CAGR of 2.42% during the forecast period (2025-2030).

Key Highlights

- In Poland, the container glass market is being shaped by several key factors, including the growth of the food and beverage sector, rising consumption of bottled products, and an increasing focus on environmental sustainability.
- The rising appetite for packaged foods and beverages, both alcoholic and non-alcoholic, has driven the demand for container glass. Glass is often chosen for its recyclability and its capacity to maintain product quality.
- As consumers increasingly favor eco-friendly packaging, glass packaging is poised to benefit from this trend, given its recyclability and reputation as a healthier alternative to plastic.
- Poland stands as Europe's fifth largest glass producer, with its glassworks churning out over 3.5 million tons annually, as reported by the Ministry of Economic Development and Technology. The Polish glass sector boasts over 100 enterprises, with about a third producing more than 20 tons daily.
- Poland has introduced a nationwide deposit system, allowing individuals to return used glass and other material bottles to retailers. The legislative framework for this system, known as the deposit return system (DRS), is outlined in the Act of July 13, 2023. This act revises existing regulations on packaging, packaging waste management, and related statutes. The DRS will encompass beverage containers, including reusable glass bottles up to 1.5 liters.
- Environmental regulations and initiatives promoting recycling have bolstered the adoption of glass packaging across various sectors. As the packaging industry flourishes in Poland and the broader European Union, the demand for container glass has surged, with companies increasingly investing in premium packaging solutions.
- With the momentum behind circular economy practices, there's a heightened demand for efficient recycling systems. However,

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despite glass's high recyclability, challenges arise in ensuring a consistent and quality supply of recycled material. Furthermore, the container glass sector faces stiff competition from lighter and often more economical alternatives like plastics and aluminum.

Poland Container Glass Market Trends

Emergence of Wine to Boost the Studied Market Growth

- Wine packaging is pivotal in maintaining quality and promoting sustainability. With the ongoing environmental crisis, there's a marked increase in the demand for eco-friendly packaging solutions. Responding to the surging wine demand, manufacturers like Ardagh Group have noted a rise in domestic wine bottle orders. Beyond offering a wide range of wine bottles, Ardagh Group is at the forefront, consistently introducing innovative packaging designs.
- Poland's wine market, once a minor player in the expansive European arena, is undergoing a notable transformation. Traditionally, Poland was among Europe's less prominent wine markets. However, spurred by economic growth, wine sales are witnessing a pronounced upswing. This boom opens doors for various packaging companies, especially benefiting the glass container packaging sector.
- Data from Krajowy Ośrodek Wsparcia Rolnictwa, a Polish governmental agency, indicates a surge in Poland's red wine production: ,scalating from 5,831.39 hectoliters in 2019/2020 to 9,591.03 hectoliters in 2022/2023. This uptick in production, alongside a growing Polish appetite for premium wine products, is amplifying the demand for container glass in the country.
- World Food Poland underscores a pivotal trend in Poland's alcoholic beverage landscape: the ascent of young professionals. With premium bottles becoming more attainable and rising wages, this group is increasingly indulging in wine and luxury items. They notably favor semi-dry and dry wines, with a distinct preference for red over white or rose, influencing Poland's market dynamics.
- Heightened health awareness is nudging consumers towards wine, celebrated for its moderate health benefits. However, it's unclear if Polish consumers will adopt the West European trend of favoring low-alcohol wines. Nonetheless, the rising wine consumption is set to amplify the demand for the container glass market in Poland.

Growing Demand from Cosmetics Industry to Boost the Market Growth

- Glass stands out as the primary packaging choice in the cosmetics and perfume sectors, ensuring both product integrity and recyclability. Even with the strides made in plastic packaging technologies, the allure of glass remains strong in these industries. This enduring preference underscores a dedication to quality and aligns with a rising consumer trend favoring natural formulations and eco-friendly packaging.
- Poland's cosmetics industry has consistently expanded, driving an uptick in demand for glass containers. The Polish market, with its varied capital landscape, is home to global titans such as L'Oreal, Procter & Gamble, and Beiersdorf.
- For over two decades, the Polish Union of the Cosmetics Industry has championed the interests of local entrepreneurs. Actively engaging in legislative discussions, the Union collaborates with both Polish and European authorities. Through its partnerships with member companies, the Union has played a pivotal role in propelling Poland to its status as the fifth largest cosmetics market in the EU. Given these advancements, the demand for glass containers in Poland's cosmetics sector is set to rise.
- In 2023, Poland's glass product exports reached USD 628.10 million, up from USD 434.77 million in 2021. Additionally, the Central Statistical Office of Poland highlights a jump in cosmetics production from PLN 13.78 billion (around USD 3.51 billion) in 2020 to PLN 21.18 billion (approximately USD 5.40 billion) in 2023. This upward trajectory in production is likely to amplify the demand for glass packaging in the cosmetics realm.
- With a rich history of over a century, Poland's cosmetics industry adeptly blends traditional methods with modern technological

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advancements. As noted by the Ministry of Economic Development and Technology in December 2023, Poland's cosmetics market is a bustling hub of innovation, enabling local firms to stand toe-to-toe with global giants. This growing prominence is underscored by a global consumer base increasingly seeking out and valuing Polish premium cosmetic glass products.

Poland Container Glass Industry Overview

The Poland Containers Market is moderately fragmented, with many regional players. Significant players include Ardagh Group SA, O-I Glass, Inc., Stoezle Glass Group, and more. Different Industries in Poland are leading to the increased adoption of glass bottles and containers. Vendors focus on replacing plastic with green and environmentally friendly glass products.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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