

# Beauty and Personal Care Packaging in Poland

July 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Usage of squeezable plastic tubes continues to grow in 2022

Growing popularity of skin care positively impacted key pack types

Garnier launches a 100% recyclable paper-based tube for its BB cream

### PROSPECTS AND OPPORTUNITIES

The 50ml pack will remain the most popular size over the forecast period

Beauty Kitchen takes steps to make its packaging more sustainable

## Beauty and Personal Care Packaging in Poland - Company Profiles

## Packaging Industry in Poland - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible packaging the dominant format in food

Soft drinks packaging impacted by market volatility

Glass continues to dominate alcoholic drinks packaging due to its familiarity among Polish consumers

Squeezable plastic tubes gaining popularity for their dispensing properties

PET and HDPE bottles popular for home care product packaging

### PACKAGING LEGISLATION

A new amendment to tackle packaging waste in 2023.

### RECYCLING AND THE ENVIRONMENT

Garnier introduces recyclable paper-based tubes in 2022

Specjal cuts its returnable bottle weight by 10g

Tetra Pak collaborates with Stora Enso to boost beverage carton recycling capacity

Table 1 - Overview of Packaging Recycling and Recovery in Poland: 2020/2021 and Targets for 2022

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