

Alcoholic Drinks Packaging in Poland

September 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass bottles dominate alcoholics drink packaging in Poland
Specjal introduces a returnable beer bottle that is 10g lighter than previous iterations
The 330ml size becomes more popular in Poland

PROSPECTS AND OPPORTUNITIES

Absolut Vodka launches bottles made from 53% recycled glass
Folding cartons are expected to find wider application in wine

Alcoholic Drinks 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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