

Soft Drinks Packaging in Poland

April 2024

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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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