Euromonitor International

Confectionery Packaging in Poland

September 2026

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Confectionery Packaging in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

High cocoa costs trim a flexible-dominated category as paper and rigid plastic advance

INDUSTRY PERFORMANCE

Cocoa inflation nudges a flexible-dominated category lower
PPWR puts flexible films and gift packs under scrutiny
Rigid plastic and folding cartons gain against the trend

WHAT'S NEXT?

Recovery led by rigid plastic and a structural shift to fibre
Portioning, gifting and e-commerce diversify formats

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Confectionery Packaging in Poland - Company Profiles

Packaging Industry in Poland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
Rigid plastic and fibre advance across a resilient, PPWR-driven food market
Rigid plastic leads as the deposit return system reshapes soft drinks packaging
Pouches lead pet food as mono-material innovation drives recyclability

PACKAGING LEGISLATION

Poland launches a national deposit return system for beverage packaging
The EU Packaging and Packaging Waste Regulation sets the recyclability agenda
Poland overhauls extended producer responsibility with a new packaging act

RECYCLING AND THE ENVIRONMENT

Mono-material trays and recycled PET advance recyclability in the protein aisle
Fibre and mono-material formats gain across confectionery and pet food
Recycled content investment and rising collection targets underpin the circular shift

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/confectionery-packaging-in-poland/report.