



Beauty and Personal Care Packaging in Poland

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beauty and personal care packaging grows as EU packaging rules and a new deposit system reshape the sustainability agenda

INDUSTRY PERFORMANCE

Rigid plastic anchors a growing market as skin care and personal care demand lift volumes

Glass grows fastest as premiumisation gains momentum

EU PPWR and a new producer responsibility act intensify the recyclability agenda

WHAT'S NEXT?

Steady growth to 2030 led by premiumisation, e-commerce and recyclable formats

Refillable systems, recycled content and mono-material design define the priority opportunities

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