Euromonitor International

Processed Meat, Seafood and Alternatives To Meat Packaging in Poland

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Processed Meat, Seafood and Alternatives To Meat Packaging in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Portioned-protein demand grows the category as KGL advances recyclable mono-material PET trays

INDUSTRY PERFORMANCE

Convenience and protein demand lift a flexible-led category
Mono-material trays and rPET advance recyclability
Rigid plastic surges as trays substitute for film

WHAT'S NEXT?

Rigid plastic and recycled content drive measured growth
Pouches, fibre trays and portioning open premium niches

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Processed Meat, Seafood and Alternatives To Meat 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/processed-meat-seafood-and-alternatives-to-meat-packaging-in-poland/report.