

Alcoholic Drinks Packaging in Poland

October 2022

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Alcoholic Drinks Packaging in Poland - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Kegs continues to struggle in 2021, as on-trade sales remain in decline
New taxes and continued plans to popularise the returns system
Smaller pack sizes preferred in stout and whiskies

PROSPECTS AND OPPORTUNITIES

Health trend, inflation and rising taxes all conspiring against alcohol drinks growth in Poland
Sustainability a key trend in alcoholic drinks packaging

Alcoholic Drinks Packaging in Poland - Company Profiles

Packaging Industry in Poland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2021: The big picture
2021 key trends

With growing sustainability concerns, seafood manufacturers look for alternatives to plastic
Busy and health-conscious consumers return to smaller pack sizes for soft drinks
Rebound for small sizes after good performance of larger pack sizes during the pandemic
Sustainability back in the spotlight after seeing a temporary setback in the pandemic

PACKAGING LEGISLATION

Poland to introduce deposit system for recycling in 2023
EU introduces plastic levy for non-recyclable plastic packaging waste

RECYCLING AND THE ENVIRONMENT

Players invest in increasing their packaging recycling targets to cater to environmental sustainability
Table 1 - Overview of Packaging Recycling and Recovery in Poland: 2019/2020 and Targets for 2030

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