



**Euromonitor
International**

Soft Drinks Packaging in Poland

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cost-effectiveness and shelf appeal drive growth for thin wall plastic containers
Poland accelerates PET recycling amid EU mandates and upcoming deposit return scheme
Smart packaging gains traction in Poland as soft drinks brands aim to boost consumer engagement

PROSPECTS AND OPPORTUNITIES

Convenience and sustainability set to drive growth in soft drinks packaging volumes in Poland
EU mandates and industry investment set to transform PET recycling and the sustainable packaging landscape

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Soft Drinks Packaging in Poland - Company Profiles

Packaging Industry in Poland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Flexible packaging dominates confectionery due to portion control and convenience
rPet adoption accelerates due to EU mandates and recycling investments
Cans seeing strong growth in RTDs due to their cost efficiency and deposit system incentives
Refill and lightweight packs gaining ground due to sustainability and EU regulations
HDPE bottles dominate home care packaging due to their durability and versatility
Recyclable mono-material packs lead sustainability in dog and cat good packaging

PACKAGING LEGISLATION

EU mandate drives increased use of rPET in non-alcoholic drinks packaging
Poland introduces deposit return system for beverage packaging
EU regulations accelerate shift to sustainable packaging in beauty and personal care

RECYCLING AND THE ENVIRONMENT

Bio-based fibre trays set new standard for sustainable meat and seafood packaging
Eco-friendly paper twist wraps improve sustainable confectionery packaging
Sustainable and engaging packaging innovations shape hot drinks
Table 1 - Overview of Packaging Recycling and Recovery in Poland: 2022/2023 and Targets for 2024

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