



Euromonitor
International

Dairy Packaging in Poland

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising milk production and export demand drive growth in dairy packaging volumes in Poland
Recyclable paper sacks cater to bulk powder dairy products
Lightweight, low-cost thin wall plastic containers continue to dominate dairy packaging in Poland

PROSPECTS AND OPPORTUNITIES

PET bottles, portion packs, and e-commerce to drive growth in dairy packaging in Poland
Polish dairy packaging to adapt circular economy targets under the Polish Plastics Pact and returns scheme

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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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