



Alcoholic Drinks Packaging in Poland

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Supply chain challenges and evolving packaging strategies in alcoholic drinks
Shifting dynamics between glass bottles and metal cans in alcoholic drinks packaging
Polish craft breweries elevate cans to premium status with innovative designs and new releases

PROSPECTS AND OPPORTUNITIES

Responding to evolving consumer preferences and market trends with premiumisation, sustainability and convenience
Sustainability will continue to play an increasingly important role in alcoholic drinks packaging

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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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