



Baby Food Packaging in Poland

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Urban parents' demand for convenience fuels growth in baby food packaging in Poland
- Paper-based barrier packaging for sensitive baby food applications in Poland
- Flexible aluminium/plastic leads baby food in Poland, taking share from glass jars

PROSPECTS AND OPPORTUNITIES

- Declining birth rate and saturation expected to prevent growth in packaging volumes in baby food in Poland
- Slight share declines expected for glass jars and folding cartons despite sustainability appeal

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Baby Food 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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