



**Euromonitor
International**

Sweet Spreads Packaging in Poland

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising incomes and Western breakfasts fuel demand for sweet spreads packaging in Poland
User-friendly PET squeeze bottles drives packaging trends in sweet spreads
Traditional glass jars still reigns in sweet spreads in Poland, although changes in the popularity of pack sizes seen

PROSPECTS AND OPPORTUNITIES

Regional flavours and export expansion expected to drive growth in sweet spreads packaging volumes in Poland
Lightweight convenience anticipated to drive growth for thin wall plastic containers in Poland

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-packaging-in-poland/report.