



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

### DISCLAIMER

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/soft-drinks-packaging-in-poland/report](https://www.euromonitor.com/soft-drinks-packaging-in-poland/report).