



Euromonitor
International

Home Care Packaging in Poland

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles growing in spray/aerosol insecticides due to environmental concerns
Flexible plastic growing in drain openers helped by rising demand for smaller pack sizes
Eco-friendly packaging innovations in automatic dishwashing tablets

PROSPECTS AND OPPORTUNITIES

Folding cartons will continue to grow in powder detergents due to their ease of use and convenience
Lightweight and recyclable plastic pouches expected to continue gaining share over the forecast period

Home Care Packaging in Poland - Company Profiles

Packaging Industry in Poland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Rising popularity of smaller pack sizes in cheese due to their convenience and portability
PET bottles dominate bottled water packaging due to their excellent barrier properties
Sustainability set to become increasingly important in alcoholic drinks packaging
The 50ml pack size dominates the packaging of basic moisturisers due to its portability and convenience
HDPE bottles growing in spray/aerosol insecticides due to environmental concerns

PACKAGING LEGISLATION

Polish government approves an amendment to the Act on Packaging and Packaging Waste Management
Poland enacts Act on Packaging and Packaging Waste Management to curb single-use plastic and enhance recycling targets

RECYCLING AND THE ENVIRONMENT

Eco-friendly packaging innovations in automatic dishwashing tablets
Brands are working towards building a future in which plastic never becomes waste
Table 1 - Overview of Packaging Recycling and Recovery in Poland: 2021/2022 and Targets for 2023

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