



Euromonitor  
International

# Confectionery Packaging in Poland

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Expansion of online and offline retail networks fuels innovation in confectionery packaging in Poland  
Paper-based twist wraps offer an eco-friendly alternative for confectionery packaging in Poland  
Flexible plastic dominates confectionery packaging in Poland, and small pack sizes see dynamic growth

PROSPECTS AND OPPORTUNITIES

Confectionery packaging to grow steadily, although will face volatility from changing preferences, competition, and packaging regulations  
Folding cartons to gain share in confectionery packaging, although flexible plastic will remain dominant

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