



Beauty and Personal Care Packaging in Poland

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand and market expansion drive beauty and personal care packaging growth in Poland

Sustainability drives innovation in beauty and personal care packaging in Poland

EU regulations push brands towards recyclable and refillable beauty and personal care packaging in Poland

PROSPECTS AND OPPORTUNITIES

E-commerce and sustainable packaging expected to support continued beauty and personal care packaging growth

Regulations expected to accelerate innovation in beauty and personal care packaging materials in Poland

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Beauty and Personal Care 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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