



# Alcoholic Drinks Packaging in Poland

October 2025

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## Alcoholic Drinks Packaging in Poland - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Supply chain challenges and evolving packaging strategies in alcoholic drinks  
Shifting dynamics between glass bottles and metal cans in alcoholic drinks packaging  
Polish craft breweries elevate cans to premium status with innovative designs and new releases

#### PROSPECTS AND OPPORTUNITIES

Responding to evolving consumer preferences and market trends with premiumisation, sustainability and convenience  
Sustainability will continue to play an increasingly important role in alcoholic drinks packaging

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## Alcoholic Drinks 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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