



Euromonitor
International

Processed Meat and Seafood Packaging in Poland

September 2025

Processed Meat and Seafood Packaging in Poland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for convenience, and dietary trends drive growth in packaging volumes for processed meat and seafood

Fibre-based trays is a sustainable pilot innovation in processed meat and seafood packaging

Flexible plastic dominates processed meat and seafood packaging in Poland due to its low cost and barrier efficiency

PROSPECTS AND OPPORTUNITIES

Increased accessibility and dietary awareness to boost processed meat and seafood packaging volumes

Thin wall plastic containers and metal food cans to see growth in processed meat and seafood packaging, but flexible plastic will still dominate

DISCLAIMER

Processed Meat and Seafood 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/processed-meat-and-seafood-packaging-in-poland/report.