



Euromonitor  
International

# Meals and Soups Packaging in Poland

September 2025

Table of Contents

## Meals and Soups Packaging in Poland - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Fast-paced lifestyles drive up demand for meals and soups packaging in Poland

Different pack type and size trends in soup and ready meals reflect budgets and at-home eating priorities

Retortable cartons poised for adoption in meals and soups packaging in Poland

#### PROSPECTS AND OPPORTUNITIES

Meals and soups packaging to grow due to demand for convenience and expansion of chilled soup

Flexible plastic and folding cartons to see pack size shifts in meals and soups packaging

#### DISCLAIMER

## Meals and Soups 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

#### DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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