



**Euromonitor
International**

Beauty and Personal Care Packaging in Poland

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-poland/report.