



Processed Meat and Seafood Packaging in Poland

September 2025

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

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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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