

# Confectionery Packaging in Poland

October 2023

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## Confectionery Packaging in Poland - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Flexible plastic dominates confectionery packaging in Poland

Small pack sizes remain popular in sugar confectionery

New entrants bring innovation to gum packaging

#### PROSPECTS AND OPPORTUNITIES

Heightened consumer interest in weight management will impact demand for confectionery packaging

Deepening consumer interest in environmental concerns will drive demand for sustainable packaging

## Confectionery Packaging in Poland - Company Profiles

## Packaging Industry in Poland - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible packaging the dominant format in food

Soft drinks packaging impacted by market volatility

Glass continues to dominate alcoholic drinks packaging due to its familiarity among Polish consumers

Squeezable plastic tubes gaining popularity for their dispensing properties

PET and HDPE bottles popular for home care product packaging

### PACKAGING LEGISLATION

A new amendment to tackle packaging waste in 2023.

### RECYCLING AND THE ENVIRONMENT

Garnier introduces recyclable paper-based tubes in 2022

Specjal cuts its returnable bottle weight by 10g

Tetra Pak collaborates with Stora Enso to boost beverage carton recycling capacity

Table 1 - Overview of Packaging Recycling and Recovery in Poland: 2020/2021 and Targets for 2022

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