



Beauty and Personal Care Packaging in Poland

July 2023

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Beauty and Personal Care Packaging in Poland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Usage of squeezable plastic tubes continues to grow in 2022
Growing popularity of skin care positively impacted key pack types
Garnier launches a 100% recyclable paper-based tube for its BB cream

PROSPECTS AND OPPORTUNITIES

The 50ml pack will remain the most popular size over the forecast period
Beauty Kitchen takes steps to make its packaging more sustainable

Beauty and Personal Care 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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