

Processed Meat and Seafood Packaging in Poland

October 2023

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Processed Meat and Seafood Packaging in Poland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Metal food cans remain the preferred packaging format for shelf stable meat and seafood

Flexible plastic dominates packaging in processed meat

Meat and seafood substitutes (inc tofu) still the most dynamic category in 2022

PROSPECTS AND OPPORTUNITIES

Flexible plastic to benefit from soaring demand for meat and seafood substitutes

As consumers become more interested in sustainability, a growing number of manufacturers will look for alternatives to plastic

Processed Meat and Seafood 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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