

Rigid Plastic in Eastern Europe

March 2021

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Key findings

REGIONAL OVERVIEW

Eastern Europe is the fourth biggest rigid plastic market in the world

PET bottles remain the dominant pack type in the region

Rigid plastic is the second most used pack type in Eastern Europe

PET bottles is the biggest rigid plastic pack type in Eastern Europe

Ukraine recovers post-2017 in thin wall plastic containers

Russia has the most diverse and segmented rigid plastic market

Market movements impact PET, thin wall containers, trays and HDPE

Ukraine's rigid plastic declines whilst the other three key markets expand

TOP APPLICATIONS

Healthy market for PET bottles: water and carbonates rise, beer declines

Thin wall plastic containers: yoghurt, sour milk, other dairy at the top

HDPE bottles move towards bigger formats in yoghurt

Plastic trays driven by sweet biscuits and Russian economic recovery

Other plastic trays progress under meat substitutes in Ukraine

Plastic screw caps lead; beverage flip-top and push-pull show gains

The health and wellness trend pushes plastic screw closures in Hungary

Poland: increased personal hygiene drives growth of bath and shower

Russian baby food drives growth in 51-100g size band

FORECAST PROJECTIONS

Beauty and personal care to fully recover from COVID-19 by 2024

Rising image awareness boosts hair washing frequency in Poland

Beverage packaging: Ukraine not likely to fully recover by 2024

COVID-19 drives bigger formats' growth in soft drinks packaging

Dog and cat food packaging: Russia is the biggest market in the region

COVID-19 does not impact dog and cat food packaging in the region

Food packaging: largest gains expected to be seen in Russia and Poland

Food: yoghurt to remain the main driver in rigid plastic

Home care packaging: Poland to post the biggest forecast absolute growth

Reduced purchasing power threaten Russian home care market

COUNTRY SNAPSHOTS

Russia: Market Context

Russia: Competitive and Retail Landscape

Poland: Market Context

Poland: Competitive and Retail Landscape

Ukraine: Market Context

Ukraine: Competitive and Retail Landscape

Romania: Market Context

Romania: Competitive and Retail Landscape

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