



Meals and Soups Packaging in Poland

October 2023

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Meals and Soups Packaging in Poland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible plastic dominates soup packaging

Frozen pizza remains a popular category in meals and soups

Urbanisation and shrinking average household size remain long-term growth drivers for ready meal packaging

PROSPECTS AND OPPORTUNITIES

Popularity of prepared salads will benefit flexible plastic and thin wall plastic containers

Sustainability expected to grow in importance in meals and soups packaging

Meals and Soups 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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