

Ready Meals Packaging in Poland

July 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Growth rates for frozen and chilled ready meals packaging continue to hold up well in 2021
Growth in demand for frozen pizza accelerates due to its long shelf life and competitive pricing
Urbanisation and shrinking average household size remain long-term growth drivers for ready meals packaging

PROSPECTS AND OPPORTUNITIES

Sustainability expected to grow in importance in ready meals packaging
Demand for ready meals packaging expected to pick up in the latter part of the forecast period

Ready Meals Packaging in Poland - Company Profiles

Packaging Industry in Poland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2021: The big picture
2021 key trends
With growing sustainability concerns, seafood manufacturers look for alternatives to plastic
Busy and health-conscious consumers return to smaller pack sizes for soft drinks
Rebound for small sizes after good performance of larger pack sizes during the pandemic
Sustainability back in the spotlight after seeing a temporary setback in the pandemic

PACKAGING LEGISLATION

Poland to introduce deposit system for recycling in 2023
EU introduces plastic levy for non-recyclable plastic packaging waste

RECYCLING AND THE ENVIRONMENT

Players invest in increasing their packaging recycling targets to cater to environmental sustainability
Table 1 - Overview of Packaging Recycling and Recovery in Poland: 2019/2020 and Targets for 2030

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