

# Sweet Spreads Packaging in Poland

October 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Glass jars dominate jams and preserves packaging, but thin wall plastic containers gaining share

Sustained popularity of honey benefits glass jars, PET bottles and other plastic bottles

Nut- and seed-based spreads and chocolate spreads most dynamic in sweet spreads packaging

### PROSPECTS AND OPPORTUNITIES

Despite rigid plastic pack types gaining ground, glass jars will remain the dominant packaging in sweet spreads

Glass jars to become the main pack type in nut- and seed-based spread packaging

## Sweet Spreads 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.