



Alcoholic Drinks Packaging in Poland

October 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles preferred for beer packaging, as they provide a premium consumption experience

Durability of metal beverage cans aids their adoption for packaging RTDs

330ml pack size gains popularity in alcoholic drinks for moderation and convenience

PROSPECTS AND OPPORTUNITIES

Folding cartons to gain popularity in Poland as stylish secondary packaging for whiskies

Sustainability set to become increasingly important in alcoholic drinks packaging

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