

# Chilled Processed Food Packaging in Poland

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## Abstracts

Chilled processed food packaging showed a healthy increase of 5% in retail filled volume terms in 2014. Chilled processed meats is the main category in retail filled volume terms. In 2014, this category was the fastest growing ensuring positive development for chilled processed food packaging overall. Flexible plastic is the most common pack type used in chilled processed meats in Poland by all leading players.

Euromonitor International's Chilled Processed Food Packaging in Poland report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

**Product coverage:** Chilled Fish/Seafood, Chilled Lunch Kits, Chilled Noodles, Chilled Pizza, Chilled Processed Meat, Chilled Ready Meals, Chilled Soup, Chilled/Fresh Pasta, Fresh Cut Fruits, Prepared Salads.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Chilled Processed Food Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Competitive Positioning

### Executive Summary

Rising Economic Confidence Encourages Consumers To Trade Up

Convenience Needs To Be Balanced by Cost Considerations

Price-sensitivity Encourages Pack Size Polarisation

Growing Focus on Environment But Many Consumers Remain Unconcerned

Convenient Packaging To Perform Well in Forecast Period But Cost Will Remain Crucial

### Key Trends and Developments

Premiumisation Trend Strengthens As Economic Confidence Rises

Price-sensitivity Continues To Shape Many Purchasing Decisions

Growing Demand for Convenience Due To Rising Incomes and Busier Lifestyles

Environmental Pressures Impact But Only So Far

### Packaging Legislation

EU Directives Replace Earlier National Legislation From 2004

Packaging and Packaging Waste Management Act Moves Ahead of EU Targets

Plastic Bags in Retail Stores

Act on Packaged Goods

Recycling and the Environment

Packaging and Packaging Waste Management Act Sets Targets Higher Than EU Levels

Act on Waste

Recycling Benefits From Strong Focus on Cost Reduction

System of Recovery and Recycling in Poland

Table 1 Overview of Packaging Recycling and Recovery in Poland 2012/2013 and Targets for 2014

Packaging Design and Labelling

Focus on On-shelf Differentiation Drives Innovation

Packaging Design Driven by Convenience

Cigarette Players Use Distinctive Packaging As They Seek To Bolster Flagging Sales

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