

# Hot Drinks Packaging in Poland

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## Abstracts

Plastic pouches are being increasingly used in flavoured powder drinks, especially after the category gained additional momentum during the COVID-19 pandemic. Poles increasingly prefer having powder drinks as they are considered to be better for the health than other categories, such as instant coffee, which are seen as having no health benefits. Consumers do so by preferring their powder drinks in 25g plastic pouches, meaning they can make small unit purchases (as low as PLN1) whenever needed a...

Euromonitor International's Hot Drinks 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:** Coffee, Other Hot Drinks, Tea.

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

### Why buy this report?

Get a detailed picture of the Hot Drinks 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.

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Consumers prefer plastic pouches to reduce dependency on large value purchases in flavoured powder drinks

Work-from-home trend boosts demand for resealable packing

Brands use packaging to market their claims in detail

#### PROSPECTS AND OPPORTUNITIES

Government keen on reducing usage of single-use plastics by implementing tariffs

Plastic and aluminium recycling to gain momentum as manufacturers set up recycling units

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