Poland Polyethylene Terephthalate (PET) Packaging Market By Form (APET, CPET), Packaging Type (Rigid, Flexible), Pack Type (Bottles & Jars, Bags & Pouches, Lids, Trays), Filling Technology (Cold, Hot, Aseptic), Production Process & End-Use Forecast

Description: PET is an acronym for polyethylene terephthalate, which is a long-chain plastic type of polyester. PET polymer has been a key medium for the packaging of end-products such as perishable goods, beverages, consumer durables, and personal care & cosmetics among others. The efficiency and lucrativeness of PET is approved by health and regulatory agencies around the world, such as the U.S. Food & Drug Administration, Health Canada, and the EU's European Food Safety Authority.

PET bottles, containers, and jars are regularly used to pack food and beverage products such as sodas, water, juices, and condiments. Other end-use products such as personal care items which include shampoo, liquid hand soap, mouthwash, household cleaners, and dishwashing liquid are also packaged using PET.

Increasing awareness in the sustainable packaging of food, beverages, household products, pharmaceutical & drugs, and personal care industry have left a positive outlook towards the growth of the PET packaging in Poland. The key advantages of PET packaging include transportability; shrink-ability; resistant to oils, chemicals, and environmental conditions such as humidity, moisture & temperature; and light-weight, which plays a crucial role in transportation. More importantly, PET polymers are 100% recyclable.

The PET packaging market in Poland was valued at USD 1.74 billion in 2015 and is projected to reach USD 2.32 billion by 2021, at a CAGR of 5.04% between 2016 and 2021. The opportunities for PET packaging lies in industries such as food, beverage, pharmaceutical, personal care, and household products. The use of PET packaging improves visibility and plays a vital role in the marketing of end-products.

The PET packaging market in Poland is segmented on the basis of form, filling technology, pack type, packaging type, and end-use industry. The form segment encompasses the key PET types, namely, crystalline and amorphous. The filling technology segment is classified into hot fill, cold fill, aseptic, and others which include counter-pressure, low vacuum gravity, high vacuum gravity, and positive pressure. The market has further been segmented on the basis of end-use industry into food, beverages, personal care & cosmetics, household products, pharmaceuticals, and others which include consumer durables. The pack type segment includes bottles & jars, bags & pouches, trays, lids/ caps & closure, and others which include clamshell and cups. On the basis of packaging type, the market has been segmented into rigid and flexible.

Increasing population, excellent command on the beverage industry in the European region, increasing income & spending capacities of the population in Poland, increase in the usage of recycled material in the manufacturing process, increasing growth in parent industries, and comprehensively increased urbanization are the main factors which would drive the PET packaging market in Poland. There are certain factors prevailing in the market which hinder the growth of this industry such as the stringent rules and regulations in Poland for the PET packaging industry.

The growth of the PET packaging market is primarily driven by the following factors:

- Developing economies and GDP
- Increasing demand for sustainable packaging
- Increasing demand from the beverage industry

Objectives Of The Study

- To define, segment, and project the size of the PET packaging market in Poland on the basis of form, pack type, filling technology, packaging type and end-use industry
- To provide qualitative insights on the production process of PET packaging
- To provide information about the key factors influencing the growth of the market (drivers, restraints,
opportunities, and industry-specific challenges)

- To strategically analyze micromarkets with respect to individual growth trends, future prospects, and their contribution to the total market

- To analyze opportunities in the market for stakeholders and provide a competitive landscape of the market leaders

- To project the size of the PET packaging market in terms of value (USD million) and volume (kilo tons), with respect to Poland

- To strategically profile key players and comprehensively analyze their core competencies

- To track and analyze competitive developments, such as joint ventures, mergers & acquisitions, new product developments, and research & development in the Poland PET packaging market

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