



Soft Drinks Packaging in Germany

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Environmental regulations and changing consumer behaviour lead to a decline in soft drinks packaging volumes

EU Packaging and Packaging Waste Regulation drives Germany's leadership in PET bottle recycling and the increasing demand for rPET

Introduction of LitePac Top and tethered caps to enhance sustainability

PROSPECTS AND OPPORTUNITIES

Brands will continue to shift to sustainable packaging for soft drinks in Germany

Environmental concerns and regulatory pressures to drive decline in aluminium/ plastic pouches for juice in Germany

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