



Euromonitor  
International

# Home Care Packaging in Germany

July 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

PET bottles the most popular pack type for laundry care due to their convenience

Toilet care packaging declining in 2023 amidst sustainability concerns

Leading pack type folding cartons continues to gain share in spray/aerosol fresheners

#### PROSPECTS AND OPPORTUNITIES

Glass jars to continue gaining share in candle air fresheners

Flexible plastic will continue taking share from thin wall plastic containers in home care wipes and floor cleaning systems

## Home Care Packaging in Germany - Company Profiles

## Packaging Industry in Germany - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers continue to dominate dairy packaging owing to their cost effectiveness

Smaller pack sizes preferred for soft drinks as consumers prioritise portion control

PET bottles emerge as a popular pack type for affordable beer due to cost effectiveness

Smaller pack sizes continue to dominate skin care packaging owing to convenience and consumer preferences

Toilet care packaging declining amidst sustainability concerns

### PACKAGING LEGISLATION

New regulations introduced making large-scale recyclability mandatory for various packaging materials

EU sets new packaging reduction targets to prioritise waste reduction

### RECYCLING AND THE ENVIRONMENT

Reusable packaging and tableware mandated for foodservice industry in 2023

Germany continues to retain its position as the top recycler in the world

Table 1 - Overview of Packaging Recycling and Recovery in Germany: 2021/2022 and Targets for 2023

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