



Euromonitor  
International

# Confectionery Packaging in Germany

June 2024

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## Confectionery Packaging in Germany - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic continues to lead confectionery packaging  
Smaller pack sizes remain popular for confectionery  
Folding cartons remains the leading pack type in chocolate pouches and bags

#### PROSPECTS AND OPPORTUNITIES

Sugar confectionery faces decline amidst health conscious consumers, but gum set for growth  
Sustainability will affect the pack types chosen by producers and consumers

## Confectionery 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/confectionery-packaging-in-germany/report](https://www.euromonitor.com/confectionery-packaging-in-germany/report).