



Euromonitor
International

Packaging Industry in Germany

November 2024

Table of Contents

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/packaging-industry-in-germany/report.