



# Beauty and Personal Care Packaging in Germany

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

HDPE bottles continue to dominate hair care packaging owing to their convenience and durability

Metal aerosol cans continue to gain share in deodorants despite sustainability concerns

Smaller pack sizes remain most popular for skin care packaging mainly due to ease of carrying

### PROSPECTS AND OPPORTUNITIES

Glass bottles to grow as a pack type for deodorants due to increasing demand for sustainable packaging

Small pack sizes to see growth in fragrances as on-the-go usage increases

## Beauty and Personal 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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