



**Euromonitor  
International**

# Processed Meat and Seafood Packaging in Germany

June 2024

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Flexible plastic is the leading pack type for processed meat and seafood

Metal food cans maintains dominance in shelf stable seafood due to convenience

Growth for processed seafood packaging stronger than for processed meat packaging, given the healthier image of fish

### PROSPECTS AND OPPORTUNITIES

Meat substitutes poised for dynamic growth in the coming years due to increasing environmental concerns

Growth for folding cartons in frozen processed seafood

## Processed Meat and Seafood 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

## About Euromonitor International

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- **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.
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-and-seafood-packaging-in-germany/report](https://www.euromonitor.com/processed-meat-and-seafood-packaging-in-germany/report).