



Euromonitor
International

Sweet Spreads Packaging in Germany

June 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Nut and seed based spreads witnesses a rise in packaging volumes
250g and 500g are the leading pack sizes in honey, but 100g sees strong growth
Glass jars preferred for packaging jams and preserves

PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers set to increase its share in sweet spreads packaging
Smaller pack sizes expected to prevail in sweet spreads packaging

Sweet Spreads 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

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.