



**Euromonitor
International**

Glass Packaging in Western Europe

October 2024

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Scope

Key findings

REGIONAL OVERVIEW

Western Europe has the second biggest regional glass packaging market

Glass jars record slightly stronger growth, but glass bottles remain the leading pack type

Modest growth expected after the pandemic peak and cost-of-living crisis trough

Glass bottle and jar shares remain stable over 2018-2023

Glass has its greatest share of packaging in beverages in Western Europe

No return to pre-pandemic sales levels for beer in glass bottles in 2023-2028

PET bottles take over from glass bottles as biggest pack type in German beverages

Glass bottles boosted by carbonated and flavoured water in Turkey

Glass jars slightly more dynamic, but glass bottles add more new sales over 2018-2023

Making glass production less energy-intensive to improve its green profile

Vetropack Echovai returnable bottle made from tempered lightweight glass

TOP APPLICATIONS

Bottled water seeing strong growth but beer dominates glass packaging

Plastic screw closures will need to be tethered to the main container from mid-2024

Food dominates the smallest sizes, and beverages the bigger sizes

Extension of Deposit Return Schemes expected across Western Europe

FORECAST PROJECTIONS

Turkey will be the most dynamic market for glass packaging in beverages

Declining sales of beer will impact glass bottle usage in Germany

Positive growth expected for glass packaging in food in Western Europe

Glass jars will continue losing share to stand-up pouches in prepared baby food

Germany and UK the largest markets for beauty and personal care glass packaging

Turkey to see the most dynamic growth in beauty and personal care glass packaging

COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Top 10 Categories

Belgium: Market Context

Belgium: Top 10 Categories

Denmark: Market Context

Denmark: Top 10 Categories

Finland: Market Context

Finland: Top 10 Categories

France: Market Context

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Greece: Market Context

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UK: Top 10 Categories

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