



Euromonitor  
International

# Plant-Based Dairy Packaging in Germany

June 2024

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## Plant-Based Dairy Packaging in Germany - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Brick liquid cartons maintains its lead in plant-based milk packaging  
Thin wall plastic containers are used for plant-based yoghurt packaging  
Rising popularity of smaller pack sizes in plant-based yoghurt

#### PROSPECTS AND OPPORTUNITIES

Growing demand anticipated for gable top liquid cartons in plant-based dairy packaging  
Rising packaging volumes expected across all plant-based dairy categories

## Plant-Based Dairy 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/plant-based-dairy-packaging-in-germany/report](https://www.euromonitor.com/plant-based-dairy-packaging-in-germany/report).