

# Alcoholic Drinks Packaging in Germany

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## Abstracts

Alcoholic drinks packaging saw growth in its total unit volumes in 2022, driven entirely by the recovery of foodservice sales, with the retail channel seeing another year of decline, after recording a demand spike in 2020. The dynamic foodservice performance was due to the lifting of the country's COVID-19 restrictions on mobility and foodservice establishments. As consumers frequented restaurants and pubs regularly once again, glass bottles and kegs sold through the foodservice channel saw stro...

Euromonitor International's Alcoholic Drinks Packaging in Germany report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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February 2024

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The popularity of RTDs will boost sales of metal beverage cans

German consumers still show a preference for glass bottles for their alcoholic drinks

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