

Alcoholic Drinks Packaging in Germany

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Abstracts

Due to the outbreak of COVID-19 in Germany, alcoholic drinks packaging sales collapsed in the on-trade in 2020. This is the direct result of measures implemented during lockdown, when restaurants, clubs, bars and caf?s were closed. Even when restaurants, bars and other public facilities reopened during the summer, ongoing consumer concerns surrounding the COVID-19 pandemic continued stifling volume growth in the on-trade, as did restrictions such as social distancing measures. In addition, the c...

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.

Data 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.

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Kegs hit by the on-trade closures during the pandemic

RECOVERY AND OPPORTUNITIES

On-trade sales to bounce back from 2021

Drinking in moderation trend and change in consumption occasions leading to smaller pack sizes

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