

# Hot Drinks Packaging in Germany

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## Abstracts

Fruit/herbal tea, the dominant category in tea in Germany, continued to see positive growth in 2022, despite having seen a major growth spike in 2020, when the pandemic first hit the country, and a further increase in its packaging unit volumes in 2021. Fruit/herbal tea sales have been driven in part by the health claims and functional benefits that these products offer, but also by consumers looking for low-calorie ways to stay hydrated. The trend towards increased consumption of fruit/herbal t...

Euromonitor International's Hot 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

Get a detailed picture of the Hot 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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Euromonitor International  
February 2024

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All pack types in fresh ground coffee pods see falling unit volumes in 2022 as category sales slip into decline

### **PROSPECTS AND OPPORTUNITIES**

Flexible paper to gain share in green tea packaging  
EU Plastic Tax will influence hot drinks packaging in the coming years

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