

# Packaging Industry in Germany

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## Abstracts

An increase in household income and spending, and an enhancement in lifestyle patterns pushed German consumers to prefer premium products across all major industries in scope. Additionally, as COVID-19 restrictions began to be eased in 2021, German consumers were keen to splurge their income on premium products. Recent research has found that individuals in the Gen Z age group, in particular, were willing to splurge in 2021 once the effects of COVID-19 diminished. Hence, manufacturers in the cou...

Euromonitor International's Packaging in Germany report offers insight into key trends and developments in the industry. 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:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the 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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2021 Key Trends

Greater consumption of home-cooked meals due to COVID-19 drives demand for smaller trial packs

Glass jars and HDPE bottles benefit from easing of pandemic restrictions

PET bottles lose share to metal beverage cans due to rising sustainability concerns

Revival of the on-trade channel helps improve the kegs performance

Changing fashion trends impact packaging volumes for shaving products

Smaller pack sizes see dynamic growth in home care

#### PACKAGING LEGISLATION

Positive sustainable amendments made to the VerpackG law mean manufacturers will have to pay a deposit for one-way plastic bottles and cans

Due to rising sustainability concerns, on-trade outlets to offer food and beverages in reusable and recyclable packaging

Recycling targets to be assigned for selected pack types as per new amendments in EU packaging laws

#### RECYCLING AND THE ENVIRONMENT

Reuse and recyclability designs to be added on all packaging as a part of the European Commission's circular economy plan

The German Ordinance to impose restrictions on single-use plastics

Municipalities in Germany to introduce a packaging tax on disposable packaging for food and beverages

Table 1 Overview of Packaging Recycling and Recovery in Germany: 2019/2020 and Targets for 2021

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