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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.

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