

# Ready Meals Packaging in Germany

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## Abstracts

Due to the outbreak of COVID-19 in 2020, the government in Germany put strict restrictions in place in March, requiring consumers to spend more time within the household, working and learning from home where possible. In addition, foodservice venues were closed for dine-in experiences, which meant that consumers had to spend more time eating meals cooked or prepared at home. This boosted sales for dinner mixes, which saw strong growth in 2020 as a consequence of home seclusion. Folding carton is...

Euromonitor International's Ready Meals 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:** Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

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

## Why buy this report?

Get a detailed picture of the Ready Meals 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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READY MEALS PACKAGING IN GERMANY

KEY DATA FINDINGS

2020 IMPACT

Dinner mixes sales boom as home seclusion leads to growth for folding cartons

Folding cartons benefit from recyclability, while metal food cans drive growth through affordability

Lack of on-the-go consumption leads to a decline in prepared salads

RECOVERY AND OPPORTUNITIES

Convenience drives sales as consumers return to on-the-go lifestyles

Heightened focus on sustainability as manufacturers move away from plastic

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