

# Soft Drinks Packaging in Germany

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## Abstracts

In 2021, the EU introduced a “plastic tax”, under which all industry players are required to pay EUR0.80 per kilogramme for non-recycled plastic packaging waste. The law is aimed at encouraging manufacturers to move towards sustainable packaging. In the same year, Coca-Cola Germany transitioned from using non-returnable PET bottles to using 100% recyclable material (rPET) for a number of its brands, including ViO, Fuze Tea, Powerade, as well as core lines like Coca-Cola, Coca-Cola Zero, Coke Lig...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

Get a detailed picture of the Soft 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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February 2024

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Inflation forces small-to-medium-sized bottled water manufacturers to opt for PET packaging

Metal beverage cans continue gaining share in the retail channel

### **PROSPECTS AND OPPORTUNITIES**

EU's Plastic Tax should drive use of recycled/recyclable packaging in Germany  
Industry players will increasingly look to sustainable alternatives like rPET

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