



# Soft Drinks Packaging in Germany

June 2025

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## Soft Drinks Packaging in Germany - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Environmental regulations and changing consumer behaviour lead to a decline in soft drinks packaging volumes

EU Packaging and Packaging Waste Regulation drives Germany's leadership in PET bottle recycling and the increasing demand for rPET

Introduction of LitePac Top and tethered caps to enhance sustainability

#### PROSPECTS AND OPPORTUNITIES

Brands will continue to shift to sustainable packaging for soft drinks in Germany

Environmental concerns and regulatory pressures to drive decline in aluminium/ plastic pouches for juice in Germany

## Soft Drinks Packaging in Germany - Company Profiles

## Packaging Industry in Germany - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Sustainability and health demands drive a shift towards portion-controlled, paper-based food packaging

Eco-innovation and consumer trends drive shift to recyclable and smart packaging formats

Regulatory pressure accelerates adoption of lightweight and recyclable alcohol packaging

Eco-friendly materials and refill solutions drive innovation in beauty packaging

Refillable, recyclable and concentrated formats transforming home care packaging

Demand for convenience and sustainability fuels rise of pouches and eco-friendly pet food packaging

### PACKAGING LEGISLATION

EU PPWR regulatory mandates drive costly redesigns and spur sustainable packaging innovation

Recycled content obligation raises material costs and pushes affordable design strategies

Stricter recyclability standards prompt early design changes and competitive differentiation

### RECYCLING AND THE ENVIRONMENT

Regulatory pressure drives recyclable packaging adoption

Legal mandates and incentives accelerate reusable packaging uptake

Material innovation responds to sustainability demands

Table 1 - Overview of Packaging Recycling and Recovery in Germany: 2022/2023 and Targets for 2024

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/soft-drinks-packaging-in-germany/report](http://www.euromonitor.com/soft-drinks-packaging-in-germany/report).