



Euromonitor
International

Hot Drinks Packaging in Germany

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A move towards more sustainable packaging due to consumers' increasingly eco-conscious shopping habits

Recyclable plastic pouches and flexible paper tea sachets drive innovative developments in hot drinks packaging

Folding cartons dominates fruit/herbal tea packaging, and sees significant growth in packaging for fresh coffee beans

PROSPECTS AND OPPORTUNITIES

Smart packaging set to grow as a differentiating factor in Germany

Flexible paper anticipated to gain ground as sustainability drives packaging choices

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-packaging-in-germany/report.