



Hot Drinks Packaging in Germany

June 2025

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Hot Drinks Packaging in Germany - Category analysis

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

Hot 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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