



Euromonitor
International

Alcoholic Drinks Packaging in Germany

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging unit volumes decline as regulations and consumer trends favour lighter, recyclable formats
Metal cans outperform glass bottles in alcoholic drinks packaging thanks to cost and convenience considerations
Sustainability and regulations driving packaging innovation, boosting cans, refillables and inclusive formats

PROSPECTS AND OPPORTUNITIES

Regulations and changing drinking habits will reshape alcoholic drinks packaging
Innovation and eco-consciousness driving the rise of canned multipacks in beer and RTDs, displacing heavier glass formats

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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/alcoholic-drinks-packaging-in-germany/report.