



Euromonitor
International

Confectionery Packaging in Germany

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthier snacking alternatives challenge sales of confectionery and the associated packaging volumes
Nucao launches 100% recyclable, high-barrier paper packaging for its organic, vegan chocolate bars
Confectionery packaging trends shift towards smaller packs and premium, giftable options

PROSPECTS AND OPPORTUNITIES

After further years of decline, a return to low growth anticipated
Players are adapting to consumer demand, which will drive up confectionery packaging volumes despite challenges

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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/confectionery-packaging-in-germany/report.