



Packaging Industry in Germany

November 2024

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EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers continue to dominate dairy packaging owing to their cost effectiveness

Smaller pack sizes preferred for soft drinks as consumers prioritise portion control

PET bottles emerge as a popular pack type for affordable beer due to cost effectiveness

Smaller pack sizes continue to dominate skin care packaging owing to convenience and consumer preferences

Toilet care packaging declining amidst sustainability concerns

PACKAGING LEGISLATION

New regulations introduced making large-scale recyclability mandatory for various packaging materials

EU sets new packaging reduction targets to prioritise waste reduction

RECYCLING AND THE ENVIRONMENT

Reusable packaging and tableware mandated for foodservice industry in 2023

Germany continues to retain its position as the top recycler in the world

Table 1 - Overview of Packaging Recycling and Recovery in Germany: 2021/2022 and Targets for 2023

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