



Euromonitor  
International

# Processed Meat and Seafood Packaging in Germany

September 2025

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Shift toward flexitarian diets impacts meat and seafood packaging demand

New floatable PET film by SÜDPACK in meat and seafood packaging

Flexible plastic and thin wall containers see growth in specific pack sizes despite supply chain disruptions

#### PROSPECTS AND OPPORTUNITIES

Processed meat and seafood packaging volumes to recover amidst rebound in German meat production

Flexible plastic will continue to dominate processed meat packaging, and folding cartons to see growth in processed seafood packaging

#### DISCLAIMER

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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/processed-meat-and-seafood-packaging-in-germany/report](https://www.euromonitor.com/processed-meat-and-seafood-packaging-in-germany/report).