



Sweet Spreads Packaging in Germany

September 2025

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Sweet Spreads Packaging in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest growth driven by organic, low-sugar spreads, with flexible plastic seeing a dynamic rise in packaging volumes

Glass jars dominates sweet spreads packaging in Germany, but sees a declining share of packaging volumes

Preference for organic, low-sugar spreads and raw material volatility drives change in sweet spreads

PROSPECTS AND OPPORTUNITIES

Healthier nut and seed based spreads and smaller pack sizes to fuel growth in sweet spreads packaging in Germany

Glass jars will still dominate, but thin wall plastic containers expected to gain ground

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Sweet Spreads 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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