



**Euromonitor
International**

Sweet Spreads Packaging in Germany

September 2025

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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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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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