

Sauces, Dressings and Condiments Packaging in Germany

June 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Glass packaging records growth as it offers sustainable and premium packaging
Boost to already popular barbecues during the pandemic helps drive glass and HDPE bottle usage
Chilli sauces an increasingly popular option among German consumers

PROSPECTS AND OPPORTUNITIES

Health and wellness trend will impact mayonnaise packaging unit volumes
Premiumisation and organic options offer growth opportunities for a mature landscape

Sauces, Dressings and Condiments Packaging in Germany - Company Profiles

Packaging Industry in Germany - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2021: The Big Picture

2021 Key Trends

Greater consumption of home-cooked meals due to COVID-19 drives demand for smaller trial packs
Glass jars and HDPE bottles benefit from easing of pandemic restrictions
PET bottles lose share to metal beverage cans due to rising sustainability concerns
Revival of the on-trade channel helps improve the kegs performance
Changing fashion trends impact packaging volumes for shaving products
Smaller pack sizes see dynamic growth in home care

PACKAGING LEGISLATION

Positive sustainable amendments made to the VerpackG law mean manufacturers will have to pay a deposit for one-way plastic bottles and cans
Due to rising sustainability concerns, on-trade outlets to offer food and beverages in reusable and recyclable packaging
Recycling targets to be assigned for selected pack types as per new amendments in EU packaging laws

RECYCLING AND THE ENVIRONMENT

Reuse and recyclability designs to be added on all packaging as a part of the European Commission's circular economy plan
The German Ordinance to impose restrictions on single-use plastics
Municipalities in Germany to introduce a packaging tax on disposable packaging for food and beverages
Table 1 - Overview of Packaging Recycling and Recovery in Germany: 2019/2020 and Targets for 2021

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