



Hot Drinks Packaging in Germany

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Structural decline continues in 2025 as sustainability pressures reshape the materials mix

INDUSTRY PERFORMANCE

Broad-based contraction continues as consumer migration to premium formats reduces unit volumes

Paper-based containers demonstrate resilience as sustainable formats gain ground in premium coffee and tea

Packaging regulations tighten sustainability expectations through PPWR implementation and enhanced producer obligations

WHAT'S NEXT?

Structural decline set to continue with paper-based containers the only pack type forecast to grow

Converters should prioritise investment in paper-based and recyclable flexible formats as growth opportunities emerge in sustainable packaging

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