



**Euromonitor
International**

Alcoholic Drinks Packaging in Germany

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

German alcoholic drinks packaging declines in volume terms in 2025 as cans gain on glass and the EU PPWR reshapes the agenda

INDUSTRY PERFORMANCE

Glass bottles dominate a beer-led market as metal cans steadily gain share

Paper-based containers and liquid cartons post the fastest growth rates while metal cans surges from a higher base

The deposit return system and EU PPWR drive the sustainability agenda

WHAT'S NEXT?

Broadly flat volumes to 2030 as glass slips but metal beverage cans advance

Lightweighting, cans, recycled content and reuse to define competitive advantage opportunities

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-packaging-in-germany/report.