



Euromonitor  
International

# Confectionery Packaging in Germany

September 2026

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### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Cocoa inflation constrains a flexible-dominated category as Ritter Sport pioneers paper pouches

### INDUSTRY PERFORMANCE

Cocoa inflation and smaller packs dampen volumes

Ritter Sport moves its minis into a paper stand-up pouch

Rigid plastic and metal resist the downturn

### WHAT'S NEXT?

Recovery led by rigid plastic and a structural tilt towards fibre

Portioning, gifting and renewable materials diversify formats

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