



Beauty and Personal Care Packaging in Germany

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

German beauty and personal care packaging grows in 2025 as recycled content and refill initiatives reshape the packaging mix

INDUSTRY PERFORMANCE

Rigid plastic anchors a growing market as HDPE bottles and squeezable tubes lift volumes

Folding cartons and metal aerosols grow fastest as secondary packaging and recycled-aluminium cans gain ground

The Packaging Act and the new EU packaging regulation intensify the sustainability agenda

WHAT'S NEXT?

Steady growth to 2030 led by premiumisation, skin care and recycled content formats

Recycled content, mono-material design and refillable systems offer key opportunities

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