



Euromonitor
International

Processed Meat, Seafood and Alternatives To Meat Packaging in Germany

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Flat volume performance led by flexible packaging

INDUSTRY PERFORMANCE

Flexible-plastic is dominant in this protein-led category

Recycled content and lidless design cut plastic usage for cold cuts

Fibre wraps and recycled film advance as the mix rebalances

WHAT'S NEXT?

Recyclable films and fibre trays drive a flat-to-declining outlook

Mono-material and fibre open premium and convenience opportunities

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-packaging-in-germany/report.