



Ready Meals Packaging in Germany

June 2022

Table of Contents

Ready Meals Packaging in Germany - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Frozen ready meals and shelf stable ready meals see sales spikes during the pandemic

Dinner mixes sales booming during the pandemic's home seclusion

Health and wellness trend helps to drive unit volumes in prepared salads

PROSPECTS AND OPPORTUNITIES

Dinner mixes expected to continue seeing strong growth over the forecast period

Heightened focus on sustainability as manufacturers move away from plastic

Ready Meals Packaging in Germany - Company Profiles

Packaging Industry in Germany - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2021: The Big Picture

2021 Key Trends

Greater consumption of home-cooked meals due to COVID-19 drives demand for smaller trial packs

Glass jars and HDPE bottles benefit from easing of pandemic restrictions

PET bottles lose share to metal beverage cans due to rising sustainability concerns

Revival of the on-trade channel helps improve the kegs performance

Changing fashion trends impact packaging volumes for shaving products

Smaller pack sizes see dynamic growth in home care

PACKAGING LEGISLATION

Positive sustainable amendments made to the VerpackG law mean manufacturers will have to pay a deposit for one-way plastic bottles and cans

Due to rising sustainability concerns, on-trade outlets to offer food and beverages in reusable and recyclable packaging

Recycling targets to be assigned for selected pack types as per new amendments in EU packaging laws

RECYCLING AND THE ENVIRONMENT

Reuse and recyclability designs to be added on all packaging as a part of the European Commission's circular economy plan

The German Ordinance to impose restrictions on single-use plastics

Municipalities in Germany to introduce a packaging tax on disposable packaging for food and beverages

Table 1 - Overview of Packaging Recycling and Recovery in Germany: 2019/2020 and Targets for 2021

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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