



**Euromonitor
International**

Rigid Plastic Packaging in Western Europe

April 2024

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Key findings

REGIONAL OVERVIEW

Slight decline in 2022 but positive growth in 2017-2022 as a whole for Western Europe

PET bottles add almost seven billion units in new sales over 2017-2022

Positive growth throughout 2017-2027 apart from inflation-impacted 2022

HDPE bottles losing share to transparent and lighter PET bottles

Thin wall plastic containers losing share in France

Turkey adds the most new sales over 2017-2022

PET bottles makes the most gains in rigid plastic over the review period

TOP APPLICATIONS

Bottled water and carbonates the main drivers of PET bottles growth

Thin wall plastic containers see increasing usage in plant-based yoghurt

HDPE bottles losing share in main category dairy

Main category sweet biscuits continues adding sales over 2017-2022

Plastic screw closures will need to be tethered to the main container from mid-2024

Plastic screw closures the dominant closure type in rigid plastic packaging

Food dominates the smallest sizes, and beverages the bigger sizes

The 301-500ml size band is popular in beverages for its on-the-go portability

Extension of Deposit Return Schemes expected across Western Europe

FORECAST PROJECTIONS

Turkey expected to record the strongest growth over 2022-2027

Schwarzkopf using "Social Plastic" in its hair care packaging

Germany will remain the biggest market

Coca-Cola Germany switches to fully recyclable rPET for its soft drinks packaging

Declines expected in rigid plastic food packaging in France and Germany

Turkey to see the fastest growth over 2022-2027

Turkey will see the fastest growth, but the UK will remain the biggest market

Italy to see declining packaging unit volumes of rigid plastic in the home care industry

COUNTRY SNAPSHOTS

Austria: Market Context

Belgium: Market Context

Denmark: Market Context

Finland: Market Context

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

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UK: Market Context

UK: Competitive and Retail Landscape

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