



Alcoholic Drinks Packaging in Germany

October 2022

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Alcoholic Drinks Packaging in Germany - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

On-trade sales only see a partial recovery in 2021 after the year-earlier unit volume slump
Glass bottles still dominate beer packaging, but metal beverage cans gaining share
AB InBev develops the world's lightest longneck beer bottle, reducing the weight from 180g to 150g

PROSPECTS AND OPPORTUNITIES

Sustainable packaging trends will continue to develop
On-trade recovery expected from 2022

Alcoholic Drinks 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

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