

Europe Glass Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Europe Glass Packaging Market size is estimated at USD 21.75 billion in 2024, and is expected to reach USD 25.47 billion by 2029, growing at a CAGR of 3.21% during the forecast period (2024-2029).

The European glass industry offers consumers a variety of glass packaging products for food and beverage as well as cosmetics, pharmacy, and perfumery.

Key Highlights

- European Container Glass Federations (FEVE) reports that there are 162 manufacturing facilities spread across the continent. Container glass contributes significantly to the real economy of Europe, employs about 125,000 people, and generates a significant number of job opportunities throughout the entire supply chain.
- In addition, according to Glass Alliance Europe, container glass is the largest sector of the EU glass industry. Glass production as a whole increased to 39.12 million tonnes in 2021, an increase of 6.1% from 2020, which shows that the market has somewhat recovered from the decline of 8.1% from 2020 to 2019. With China and North America, the European Union continues to be one of the two largest glass producers in the world due to its output level. Germany remains the European Union's top producer, accounting for around one-fifth of the total. Italy, France, Spain, the United Kingdom, and Poland are next in line.
- The manufacturers' increased focus on technological advancements and packaging product innovations, the expansion of the packaging market overall and in developing nations like China and India, the rising demand for creative packaging solutions created using innovative manufacturing techniques, and rising consumer disposable income are the key factors driving the glass packaging market.
- The new rules for sustainability and recyclability in the region are also prominent factors pushing the growth of glass packaging. The European Union targets recycling 75% of the packaging waste by 2030 as part of the Circular Economic Package.

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-However, the market growth rate will be slowed by fluctuations in raw material prices and intense competition from other packaging materials. Additionally, the pandemic's impact on the supply chain, the sensitivity of glass materials, and an increase in operating costs will slow the market's expansion.

-The COVID-19 epidemic had an impact on both demand and production across a range of end-user industries as a result of the lockdown that was implemented in the majority of the region's countries. According to Advance Publications, restrictions in Germany and the United Kingdom and total lockdowns in Italy and France caused a decline in fragrance and cosmetic sales. On the other hand, there was a demand for glass packaging since the food, beverage, and pharmaceutical industries are regarded as important by various governments in the region.

Europe Glass Packaging Market Trends

Beverages Segment to Hold a Significant share

- Since most manufacturers sell alcoholic beverages packaged in glass bottles, the alcoholic beverage industry significantly impacts the European market for glass containers.
- The brewing industry is a major contributor to the European economy and is crucial in supporting the EU's aims to reduce youth unemployment and promote growth and competitiveness. European Brewer supports over 2 million jobs and approximately 40 billion euros in government tax revenues.
- The creation of innovative, lightweight products with appealing designs and brilliant color schemes at lower production costs has continued to be a key growth facilitator. Prominent beverage companies are also increasing the adoption of glass packaging, which adds up to beverages segment share in the Europe market.
- For instance, in May 2022, the Fuze Tea, Tropic, Sprite, Fanta, and Minute Maid brands of Coca-Cola Europacific Partners (CEP) will be sold in France in universal 250ml bottles that can be returned, cleaned, and refilled for usage in hotels, restaurants, and cafes. Coca-Cola Original, Coca-Cola Zero, and Coca-Cola Cherry will now be available in 350ml returnable glass bottles, joining the other brands.
- According to International Organisation of Vine and Wine (OIV) reports, Italy produced around 50.2 million hectoliters of wine in 2021, with France coming in second with 37.6 million hectoliters. The three nations, along with Spain, generated the majority of the wine consumed in Europe. The growth in production volume could signify the importance of glass packaging in the beverage segment across Europe.

Poland Expected to Witness Significant Growth

- Over the projected period, Poland is anticipated to experience the greatest packaging growth in eastern Europe. The development of glass bottles is expected to be fueled by bottled water, juice, energy drinks, and premium beverages.
- In the beer, wine, and spirits market, where glass bottles make up the majority of packaging with a tiny proportion of other types, Poland is anticipated to continue to be a leading supplier. In Poland, over the last two years, the Heiz-Glas Group has invested over 40 million euros. The Italian company Premi SPA also purchased a new glass manufacturing facility in Poland specializing in advanced glassworks.
- The Wisconsin Economic Development Corporation reports that Poland's food processing sector is expanding steadily due to more exports, which is anticipated to enhance demand for glass packaging. To lessen the effect of the coronavirus crisis on businesses, the Ministry of Development is additionally considering postponing the new tax levied on nonalcoholic beverages with added sugar, caffeine, and taurine. This is anticipated to have a favorable impact on the market.
- On the other side, the government is enforcing environmental restrictions that would make it more difficult for the nation to

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produce glass packaging. For instance, the government of Poland announced in June 2022 that it would implement a national deposit system the following year that would enable customers to return used glass, plastic, and aluminum cans to retailers without showing a receipt, a move that the climate ministry claims will lessen the environmental pollution.

- Additionally, the country is already seeing the effects of Brexit on its food producers, particularly in the poultry, milk, and dairy industries. The market growth could be hampered over the projection period since a substantial portion of the packaging for these food products is made of glass.

- The Trading Economics reported that glass and glassware exports are valued at around USD 2.67 billion in 2021. Additionally, the Observatory of Economic Complexity (OEC) stated that Poland was the eighth-largest exporter of glass and glassware in the world in 2020, with USD 2.16 billion in exports. Glass and glassware ranked 32nd in Poland's list of top exports in the same year. Germany (USD 517M), Czechia (USD 184M), Slovakia (USD 133M), France (USD 121M), and Sweden (USD 109M) are Poland's top export markets for glass and glassware.

Europe Glass Packaging Industry Overview

The Europe Glass Packaging Market is highly competitive, with many regional players having significant shares in the market. The companies are leveraging strategic collaborative initiatives to increase market share and profitability. However, the properties of glass and its benefits to beverages, cosmetics, and other industries are leading to the increased adoption of glass bottles and containers. Vendors are focusing on replacing plastic with green and environmentally friendly glass products glass.

- June 2021- Beatson Clark PLC launched a 330 ml amber drinks bottle for general sale and support of the breweries and drinks produced for the public. The product is made of an unusual shape or design, and it is based on the alpha sirop bottle. Moreover, the glass bottle is suitable for both beers and soft drinks, as the company can change the neck finish from MCA to a standard crown neck finish.

- March 2021 - The Stoelzle Glass Group, based in Europe, has acquired Anchor Hocking Glass Company, a wholly-owned subsidiary of The Oneida Group in Monaca, Pennsylvania, to serve customers internationally.

- February 2021 - Ardagh Group launched Absolut's latest limited-edition vodka bottle, 'Absolut Movement,' to inspire people in celebration of inclusivity. The frosted blue glass bottle features an upward spiral design of 16 swirls, symbolic of the never-ending cycle of change. The upward flow of the swirling spiral indicates social growth.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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