

Dairy Packaging in Germany

Market Direction | 2024-06-26 | 8 pages | Euromonitor

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Report description:

Total dairy packaging volumes remained fairly stable in Germany in 2023. In this year, thin wall plastic containers remained the leading pack type within dairy packaging, accounting for more than half of sales. Despite facing competition and a slight decline in share in recent years, this pack type maintained its share of overall packaging volumes in 2023, and continued to be a preferred choice for packaging various dairy products, such as yoghurt, cheese, fromage frais, quark, and cream.

Euromonitor International's Dairy Packaging in Germany report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dairy Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

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List Of Contents And Tables

DAIRY PACKAGING IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Thin wall plastic containers dominates dairy packaging due to cost-effectiveness

Brick liquid cartons continues to lead the way in milk packaging, for its environmental benefits

1,000ml pack size continues to be the leading choice for its convenience

PROSPECTS AND OPPORTUNITIES

Adoption of flexible paper in butter and spreads, and surge in cheese packaging volumes

Plastic bottles used for milk products to be added to Germany's deposit system from 2024

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