

Europe Glass Bottles And Containers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Europe Glass Bottles And Containers Market size in terms of shipment volume is expected to grow from 40.13 million tonnes in 2025 to 44.26 million tonnes by 2030, at a CAGR of 1.98% during the forecast period (2025-2030).

The European container glass market is a crucial segment of the packaging industry. It is driven by sustainability trends, consumer demand for premium packaging, and regulations targeting plastic waste reduction. Europe boasts a well-developed glass manufacturing sector, with Germany, Italy, France, and Spain serving as central glass production and consumption hubs.

Key Highlights

- The European glass container market, valued in billions of euros, has experienced steady growth in recent years. Demand across critical sectors, including food and beverages, pharmaceuticals, and cosmetics, drives this growth. The market is expected to grow moderately, with a notable increase in the premium packaging segment, particularly for alcoholic beverages, cosmetics, and gourmet food products. Alcoholic beverages, such as wine, beer, and spirits, constitute a large portion of the market, while other beverages, like juices and carbonated drinks, also contribute significantly.
- Due to its recyclability, glass is a highly sustainable packaging material. Europe has implemented robust recycling policies, resulting in high glass packaging recycling rates, often surpassing 70% in numerous countries. As concerns about plastic waste grow, glass is increasingly considered an environmentally friendly alternative.
- European consumers prefer glass packaging, attributing it to premium quality, product integrity preservation, and recyclability. Glass packaging is frequently associated with high-end and organic products. European Union initiatives, such as the EU Circular Economy Action Plan, drive higher recycling rates and waste reduction. Glass aligns well with these objectives as a recyclable material, further increasing its demand in the packaging sector.
- The largest segment is beverages, focusing on alcoholic drinks (wine, beer, spirits) and soft drinks. Glass bottles and jars are

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preferred to preserve flavour and quality. Due to glass's inert nature and sterility, the pharmaceutical industry widely uses glass containers for packaging medicines, especially liquid medications, vaccines, and syrups. In cosmetics, glass is used for premium packaging of skincare products, perfumes, and cosmetics, owing to its high-end appeal and ability to provide an airtight seal.

- The region also participates in the trade of container glass products. According to the International Trade Center, European countries' glass container production capacity varies significantly. Germany leads with 5,493,250 tons per year, followed by Italy at 4,897,205 tons and France at 4,580,750 tons.

- The European packaging industry is experiencing a significant shift as alternatives to traditional glass packaging gain traction. Sustainability concerns, cost-effectiveness, and technological advancements in packaging materials drive this trend. As a result, established glass packaging markets face new challenges and competition from innovative alternatives like bioplastics, flexible packaging, and advanced polymer materials. This shift reshapes consumer preferences and forces glass packaging manufacturers to adapt their strategies to maintain market share in an evolving landscape.

Europe Glass Bottles And Containers Market Trends

Beverage Industry to Hold a Significant Market Share

- Europe hosts several of the world's leading wine-producing nations, including France, Italy, Spain, and Germany, where glass bottles remain the dominant packaging choice for wine. Glass is widely regarded as the optimal material for maintaining wine's flavour, aroma, and quality, and it is closely associated with premium products. The wine industry continues to be a primary driver of glass container demand in Europe, with glass packaging accounting for over 80% of wine packaging in certain countries.

- France remained one of the leading wine consumers among European countries, with consumption reaching approximately 24.4 million hectoliters in 2023. This high level of consumption reflects France's deep-rooted wine culture and its significance in daily life and social gatherings. According to the International Organisation of Vine and Wine, the United Kingdom consumed about 12.8 million hectoliters. The UK's wine consumption has been steadily growing, influenced by changing consumer preferences and an increasing appreciation for wine.

- This trend in wine consumption across Europe indicates continued demand for glass bottles as packaging materials. Glass bottles remain the preferred packaging option for wine due to their ability to preserve flavour, extend shelf life, and provide a premium aesthetic appeal to consumers. The sustained growth in wine consumption in these critical European markets suggests a parallel increase in the demand for high-quality glass packaging solutions in the beverage industry.

- The glass container beverage market shows strength in premium and niche sectors, such as craft beer, organic juices, and high-end spirits. The demand for high-quality, environmentally friendly packaging solutions drives growth in glass container usage for these categories. Craft beer and small-batch beverages contribute significantly to the market for glass packaging. Many craft brewers and small beverage producers choose glass bottles to communicate quality, tradition, and environmental responsibility to their customers.

- Despite the dominance of plastic and aluminium cans, glass bottles remain in niche segments of the soft drink market, including premium sodas, organic beverages, and craft soft drinks. The increasing popularity of natural, organic, and health-focused beverage brands has contributed to using glass as a sustainable packaging option. Fresh juices, particularly cold-pressed and organic varieties, are frequently packaged in glass due to their ability to preserve product quality and taste.

- Europe shows an increasing preference for environmentally friendly packaging, driven by growing consumer awareness of plastic pollution and stricter regulations on single-use plastics. Being highly recyclable and indefinitely reusable without quality loss, glass appeals to environmentally conscious consumers in beverage packaging.

- This shift towards sustainable options influences manufacturers and retailers to adopt glass packaging for various products, including beverages. Glass's recyclability and reusability align with circular economy principles, further enhancing its appeal in the European market. Additionally, glass packaging's ability to preserve product quality and extend shelf life contributes to its growing popularity among consumers and producers in the region.

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Germany to Hold a Significant Market Share

- Germany represents a significant market for glass containers in Europe. Its robust industrial sector, high consumption of packaged goods, and increasing emphasis on sustainability support this market. The food and beverage, cosmetic, and pharmaceutical industries primarily drive the demand for glass containers in Germany.
- The non-alcoholic beverage segment, especially in premium and organic categories, also embraces glass packaging for products like juices and health drinks. Germany's strong beer heritage, preference for glass in various beverage sectors, and consumer inclination towards safe, inert packaging materials collectively contribute to the robust demand for glass containers in the country's beverage industry.
- According to Statistisches Bundesamt, consumer spending on alcoholic beverages in Germany has steadily increased from 2021 to 2023. In 2021, spending reached USD 29.3 billion, followed by a slight rise to USD 29.5 billion in 2022. By 2023, this figure grew to USD 30.7 billion, reflecting a consistent upward trend in the country's expenditure on alcoholic drinks over the past three years.
- Germany also maintains one of the world's highest glass recycling rates, with over 90% of glass bottles being recycled. As environmental awareness grows, German consumers and companies increasingly choose glass as a sustainable packaging material. Glass is widely recognized as eco-friendly due to its 100% recyclability without quality loss. This has led to a rising preference for glass containers, particularly in light of German packaging waste laws and Extended Producer Responsibility (EPR) regulations promoting recyclable materials.
- The country participates in the export of container glass products. According to the International Trade Center, Germany's export volume increased significantly from 1,094,706 tons in 2021 to 1,494,488 tons in 2022, a 36.4% rise. This increase suggests heightened international demand for German products. Factors contributing to this growth may include post-pandemic economic recovery, increased global trade, or specific industry booms in sectors like automotive, chemicals, machinery, or consumer goods.
- In 2023, export volume decreased slightly to 1,205,642 tons, a 19.4% reduction from the 2022 peak. This decline may be attributed to supply chain disruptions, global economic challenges, or changing demand patterns in critical markets. Factors such as commodity price fluctuations, shifts in international demand, or geopolitical tensions, including the Ukraine conflict, could have influenced Germany's export performance in 2023.

Europe Glass Bottles And Containers Industry Overview

The European container glass market is fragmented, with numerous players competing for market share. This competitive environment fosters innovation and drives companies to differentiate their offerings to meet diverse customer needs. The market includes large multinational corporations and smaller regional manufacturers, each contributing to the industry's dynamism. Key players in this market, such as O-I Glass, Inc., SAVERGLASS Group, Berlin Packaging, Verallia Group, and Gerresheimer AG, have established strong positions through their extensive product portfolios, technological advancements, and strategic partnerships.

These companies and other market participants cater to various sectors, including food and beverage, pharmaceuticals, cosmetics, and personal care. The ongoing focus on sustainability and eco-friendly packaging solutions has also significantly influenced market strategies and product development among these key players.

Additional Benefits:

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

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