

Germany Plastic Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Germany Plastic Packaging Market is expected to register a CAGR of 2.41% during the forecast period.

Key Highlights

- Germany is increasingly adopting plastic packaging solutions, owing to the several developments in the country by the solution providers and different end users. The typical consumer perception of 'Made in Germany' goods provided a better performance space for the plastic packaging companies in the region. The government of Germany introduced several stringent regulations for the plastics packaging industry in Germany. The German Packaging Law requires packaging design for recycling, recyclability, and using recyclable and renewable materials. The government aims to recycle 63% of plastic packaging by the last year, up from 40% in 2018. Such measures are expected to profoundly impact the studied market in the envisaged timeline.
- Plastic containers are becoming essential in various end-user industries. New filling technologies and the emergence of heat-resistant packaging material opened up new possibilities and options in the market. While PET bottles are standard in multiple segments, beverages, cosmetics, sanitary products, and detergents are predominantly sold in polyethylene (PE) bottles.
- Furthermore, various German researchers held a meeting at the Czech Republic conference for such an issue discussion. Moisture permeation is one of the common challenges that can impact product quality. A more accurate and reproducible method to determine how effective the packaging is at keeping moisture out would benefit the industry. Accordingly, USP recently revised the packaging and moisture permeation chapters (USP General Chapter Containers-Performance Testing) to include a new method for determining moisture permeation for high and low-barrier pharmaceutical packaging. USP is also considering changing the USP classification system for the packaging, which is limited so far to 'well-closed,' 'tight,' and 'hermetic' containers.
- Since the past decade, awareness among the population regarding the harmful effects of plastic usage is growing drastically. Many public campaigns and initiatives by governments have resulted in increased awareness among the public. Thus, the consumption of plastic packaging witnessed a significant impact in the past few years.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- The growth of the frozen packaged industry across Germany is expected to impact the market positively. For instance, according to Frozen Food Europe, Germany, France, and the United Kingdom account for more than 50% of the frozen food market in Europe. The government-mandated lockdown due to the COVID-19 pandemic aided frozen food sales in many regions and thus impacted the market positively. After the pandemic, the market grew with increased food delivery services.

Germany Plastic Packaging Market Trends

Increased Eco-Friendly Packaging and Recycled Plastic Driving the Market

- Recent years have brought several changes and more stringent regulations for the plastics packaging industry in Germany. The German Packaging Law and its quotas mainly affect packaging manufacturers that carry packs into circulation, and they now must register with a centralized authority. Paragraph 21 of the law also requires packaging design for recycling, recyclability, and using recyclates and renewable materials. The government aimed to recycle 63% of plastic packaging last year, up from 40% in 2018.
- Under an EU directive, half of all plastic packaging in the EU should be recycled by 2025. It shall rise to 55% by 2030. The German plastic packaging industry is going a step further and set itself the target of making 90% of household plastic packaging recyclable or reusable by 2025. Focused recycling can produce high-quality secondary raw materials for new packaging.
- It compelled market vendors to produce circular solutions along with innovations. In March last year, AlplaGroup announced that it would increase its annual recycling volume in Germany to 75,000 tons of PET bottles. It is after agreeing to acquire recycling company Texplast from the FROMM Group and all of its shares in the joint venture PET Recycling Team Wolfen. PET recyclate is in hot demand as European brands prepare for increasingly stringent circular economy regulations. The EU's Single-Use Plastics Directive imposes a 90% collection rate for plastic beverage bottles by 2029 and a minimum of 25% recycled plastic in PET bottles from 2025, rising to 30% from 2030 in all beverage bottles.
- In February last year, Coca-Cola Germany replaced the cap on its single-use PET bottles to improve recycling. Consumers across the EU would soon see new closures that stay securely connected to the bottle after it opens. Coca-Cola in Germany is one of the early adopters of the EU's 2024 recyclability deadline. Across Europe, a transition is underway to reduce trash and enhance recycling collection rates. Coca-Cola is also using the move to the new caps to lower the material amount used in the bottles overall in Germany. The improved closures could save up to 1.37 grams of plastic per bottle. It, in turn, helps Coca-Cola's sustainability initiatives in Germany.
- Further, the revenue generated by plastic products is increasing yearly. According to Statistisches Bundesamt, the projected revenue of the manufacture of plastic products in Germany would amount to approximately USD 104.38 billion by 2025.

Beverages is Expected to Hold Major Market Share

- Beverages, including fruit juices, alcoholic drinks, and meal replacement shakes, are increasingly embracing flexible plastic packaging solutions. There is an increasing demand for stand-up and spouted pouches for various beverage packaging.
- However, the beverage quality is affected by pH, storage temperature, pressure, and the presence of contaminants. Changes in the levels can alter beverage consumption. Companies are increasingly employing flexible packaging products with properties such as high barrier resistance (heat, moisture, and bacteria) to eliminate possible oxidation.
- The rapidly adopted trend of lightweight packaging material, alongside the inclination towards reducing production, shipment, and handling costs, is driving the flexible plastic packaging of beverages. Furthermore, the demand is driven by the rise of e-commerce focusing on visually appealing packaging trends.
- Further, in May 2021, most parliamentarians in Germany's Bundestag approved changes to the German Packaging Law. It comprised an extension of the mandatory deposit to include PET juice bottles that came into force as of January last year. Such

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

initiatives would promote a circular economy.

- Moreover, the region also witnessed a steady growth in the demand for carbonated soft drinks and mineral water over the years. For instance, according to Statistisches Bundesamt, in 2020 and 2021, the German beverage industry (comprising beer, distilled spirits, wine, sparkling wine, non-alcoholic soft drinks, and mineral water) generated revenues of approximately EUR 21.29 billion (USD 23.20 billion) and EUR 21.2 billion (USD 23.10 billion), respectively. PET bottles provide an advantage over other packaging as they are available in larger sizes from 200 ml, making them versatile.

Germany Plastic Packaging Industry Overview

As the demand for plastic packaging is increasing significantly in the German region, the market is moderately fragmented, with significant players like Amcor, Coveris Holding, Berry Global, Sealed Air Corporation, and Constantia Flexibles, among others. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

- May 2022: With many successful product launches in the UK, Coveris launched its new dairy packaging developments to FachPack 2022 in Nuremberg, Germany, one of Europe's leading packaging events. Coveris offers a variety of packaging materials in the event, from barrier films to pre-made packs, peelable to re-closable lidding films, thermoforming films, and many more, to support market needs for sustainability, weight reduction, visual appeal, and shelf-life protection.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Value Chain Analysis
- 4.3 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.3.1 Bargaining Power of Suppliers
 - 4.3.2 Bargaining Power of Consumers
 - 4.3.3 Threat of New Entrants
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry
- 4.4 Assessment of the Impact of COVID-19 on the Market

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5 MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Increasing Adoption of Lightweight-packaging Methods

5.1.2 Increased eco-friendly packaging and recycled plastic

5.2 Market Challenges

5.2.1 High Price of Raw Material (Plastic Resin)

5.2.2 Government Regulations & Environmental Concerns

6 IMPACT OF COVID-19 ON THE MARKET

7 MARKET SEGEMENTATION

7.1 By Packaging Type

7.1.1 Rigid Plastic Packaging

7.1.2 Flexible Plastic Packaging

7.2 By End-User Vertical

7.2.1 Food

7.2.2 Beverage

7.2.3 Healthcare

7.2.4 Personal care and Household

7.2.5 Other End-User

7.3 By Product Type

7.3.1 Bottles and Jars

7.3.2 Cans

7.3.3 Pouches

7.3.4 Trays and containers

7.3.5 Films & Wraps

7.3.6 Other Product Types

8 COMPETITIVE LANDSCAPE

8.1 Company Profiles

8.1.1 Amcor Plc

8.1.2 Coveris Holding

8.1.3 Berry Global

8.1.4 Constantia Flexibles

8.1.5 Wipak UK Ltd.

8.1.6 Sonoco Products Company

8.1.7 Sealed Air Corporation

8.1.8 National Flexible

8.1.9 Tetra Laval

8.1.10 Silgan Holdings

9 INVESTMENT ANALYSIS

10 FUTURE OF THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Germany Plastic Packaging - Market Share Analysis, Industry Trends & Statistics,
Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-26"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

