

Confectionery Packaging in Germany

September 2023

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Confectionery Packaging in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible packaging, the dominant pack type, declines in line with overall confectionery in 2022

Smaller pack sizes popular in confectionery packaging

Folding cartons a popular pack type in chocolate pouches and bags

PROSPECTS AND OPPORTUNITIES

Stagnation for sugar confectionery as consumers become more health conscious

Increasing gum sales will positively impact flexible aluminium/paper, flexible paper and flexible plastic

Confectionery Packaging in Germany - Company Profiles

Packaging Industry in Germany - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic the most popular food packaging format

Rise in consumption of fruit/herbal tea benefits folding carton packaging format

AB InBev launches beer crates made using recycled ocean plastic

Hair care continues to record positive growth in 2022

Sustainable packaging sees the launch of Pril's recyclable monomaterial refill pouch

PACKAGING LEGISLATION

Recycling codes to be added due to the new EU Packaging Waste Directive

EU takes a stance against plastic waste with comprehensive initiatives

Germany leads the way with packaging laws enforcing reusability and recycling

RECYCLING AND THE ENVIRONMENT

German companies collaborate on multi-layer packaging recycling study

New sustainability legislation to reduce packaging waste

EU regulations helping Germany to transition towards a sustainable future

Table 1 - Overview of Packaging Recycling and Recovery in Germany: 2020/2021 and Targets for 2022

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