

Processed Meat and Seafood Packaging in Germany

September 2023

Table of Contents

Processed Meat and Seafood Packaging in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible plastic the most popular packaging format for processed meat and seafood

Metal food cans dominate shelf stable seafood packaging

Meat and seafood substitutes growth driving folding carton, flexible plastic and thin wall plastic container usage

PROSPECTS AND OPPORTUNITIES

Folding cartons and metal food cans expected to make gains in the forecast period

Further dynamic growth expected for meat substitutes over the forecast period

Processed Meat and Seafood 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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-and-seafood-packaging-in-germany/report.