



# Home Care Packaging in Germany

May 2023

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## Home Care Packaging in Germany - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

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

Blister and strip packs favoured for electric air fresheners

Other rigid containers gaining share from flexible plastic in automatic detergents

#### PROSPECTS AND OPPORTUNITIES

Rise in the popularity of liquid tablet detergents will benefit other rigid containers

Focus on sustainable and green issues in home care packaging

## Home Care 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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