



# Alcoholic Drinks Packaging in Germany

September 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Glass bottles remains the most popular pack type for beer, due to cultural significance

Metal beverage cans gains popularity as a pack type for wine in smaller quantities, owing to changing consumer preference

PET bottles emerges as a growing pack type for affordable beer, due to lower production costs

### PROSPECTS AND OPPORTUNITIES

Metal tins expected to become popular as secondary packaging for spirits, aligning with the premiumisation trend

Miniature sizes expected to grow in spirits packaging, as consumers want to sample before they buy

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