



Processed Fruit and Vegetables Packaging in Germany

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Need for convenient solutions and online grocery retail boost processed fruit and vegetables packaging
New sustainable paperboard tray for fresh produce by Producepak
Metal food cans leads, but glass jars and folding cartons gain ground in processed fruit and vegetables packaging

PROSPECTS AND OPPORTUNITIES

Rising flexitarian lifestyles to drive growth in demand for processed fruit and vegetables and the associated packaging
Changes in pack types and sizes as manufacturers adapt to consumer demands

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Processed Fruit and Vegetables Packaging in Germany - Company Profiles

Packaging Industry in Germany - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainability and health demands drive a shift towards portion-controlled, paper-based food packaging
Eco-innovation and consumer trends drive shift to recyclable and smart packaging formats
Regulatory pressure accelerates adoption of lightweight and recyclable alcohol packaging
Eco-friendly materials and refill solutions drive innovation in beauty packaging
Refillable, recyclable and concentrated formats transforming home care packaging
Demand for convenience and sustainability fuels rise of pouches and eco-friendly pet food packaging

PACKAGING LEGISLATION

EU PPWR regulatory mandates drive costly redesigns and spur sustainable packaging innovation
Recycled content obligation raises material costs and pushes affordable design strategies
Stricter recyclability standards prompt early design changes and competitive differentiation

RECYCLING AND THE ENVIRONMENT

Regulatory pressure drives recyclable packaging adoption
Legal mandates and incentives accelerate reusable packaging uptake
Material innovation responds to sustainability demands
Table 1 - Overview of Packaging Recycling and Recovery in Germany: 2022/2023 and Targets for 2024

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