



Euromonitor  
International

# Plant-Based Dairy Packaging in Germany

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in plant-based dairy packaging driven by consumer trends and sustainability  
Plant-based alternatives differentiate with packaging with premium appeal  
Flora launches world’s first plastic-free, recyclable tub in plant-based butter and spreads

PROSPECTS AND OPPORTUNITIES

Plant-based dairy packaging to grow along with flexitarian diet and sustainable choices  
Sustainable choices to drive growth in plant-based dairy packaging

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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/plant-based-dairy-packaging-in-germany/report](https://www.euromonitor.com/plant-based-dairy-packaging-in-germany/report).