



Meals and Soups Packaging in Germany

September 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rise in meals and soups packaging driven by busy lifestyles and demand for convenience
Flexible plastic leads meals and soups packaging in Germany
Yangi's dry-formed fibre tray paves the way for plastic-free packaging innovation

PROSPECTS AND OPPORTUNITIES

Packaging volumes for meals and soups in Germany projected to grow along with busier lives and demand for convenience
Amazon's entry and growth in e-commerce to challenge traditional meals and soups brands and packaging in Germany

DISCLAIMER

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

DISCLAIMER

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/meals-and-soups-packaging-in-germany/report.