

Hot Drinks Packaging in Germany

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible packaging the major pack type for hot drinks

Folding cartons dominate tea packaging

All pack types in fresh ground coffee pods remain in decline in 2023

PROSPECTS AND OPPORTUNITIES

Sustainability will continue shaping hot drinks packaging going forward

Smart packaging is likely to become a differentiating factor for brands in the future

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