

Reusable and ecologically advantageous one-way packaging quota 2015

Further decreases of quota to the previous year

- > The Packaging Ordinance enjoins a target dimension of 80 % reusable and ecologically advantageous one-way packaging (*Mehrweg- und ökologisch vorteilhafte Einweg-Verpackungen - MövE*) for drinks.
- > The share of MövE packaging declined by 0.6 %-points compared to the previous year and amounts to 45.5 %.
 - Despite losses, beer once again reached a high quota with 82.9 % and is still the strongest segment for reusable packaging.
 - The quota for soft drinks even increased by 0.9 %-points.
 - The quota for water dropped by 0.1 %-points.
- > While the quota for reusable packaging decreased by 0.8 %-points (44.3 %), ecologically advantageous one-way packaging gained 0.1 %-points reaching 1.2 %.

Quota of reusable and ecologically advantageous one-way packaging			
Year	2013	2014	2015
Water	40.8%	40.8%	39.7%
Beer	85.9%	83.6%	82.9%
Soft drinks	29.5%	29.7%	30.6%
Mixed alcoholic drinks	8.6%	6.4%	6.4%
All beverages	46.2%	46.1%	45.5%
reusable	45.1%	45.1%	44.3%
ecologically advantageous one-way packaging (1)	1.1%	1.1%	1.2%

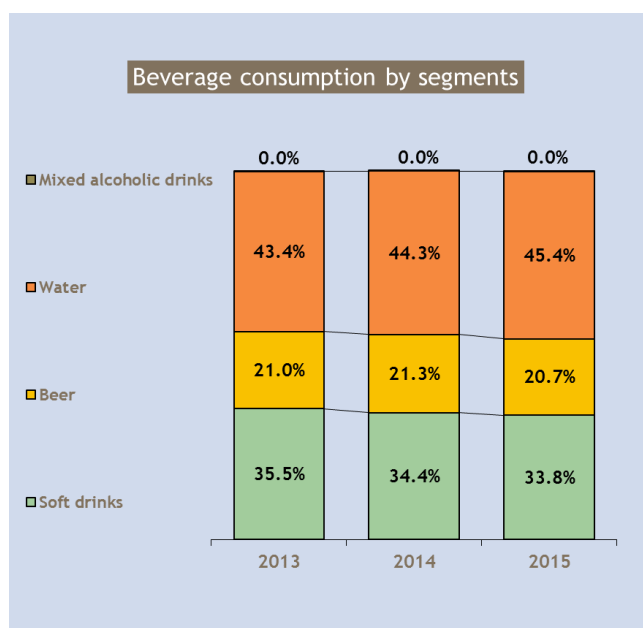
(1) Acc. definition VerpackV § 3 Abs. (4)

Source: GVM 06/2017

Market development

The overall volume of the analyzed drink segments grew by 2.1 % to 32.4 billion liters in 2015. While the market volume of non-alcoholic beverages increased, the market for alcoholic beverages decreased. The water segment gained 676 Mio. l, soft drinks increased by 42 Mio. l. Beer lost 56 Mio. l market volume, and the market for mixed alcoholic drinks shrank by 0,1 Mio. l.

The GVM survey "Nationwide survey of data on consumption of beverages in reusable and ecological advantageous one-way packaging in Germany - reporting year 2015" was conducted for the Federal Environmental Agency. The results are published as UBA-Texte 52/2017 and are available for download at the agency's website.



Quelle: GVM 06/2017

Packaging trends

- > With 0.4 % reusable packaging saw below average growth compared to the overall market.
 - > For water and soft drinks the main reason is still the substitution by one-way PET bottles.
 - > The losses of reusable packaging in the beer market can be attributed to substitution by beverage cans.
- > The consumption of drinks carton packaging grew 23,0 %. The plus is due to the substitution of reusable packaging.
- > One-way PET increased in market volume (+ 2.9 %).
- > The consumption of beverage cans increased (+ 11,4 %). The gains were made on the beer market (+ 10,0 %) and on the market for soft drinks (+ 13,2 %).