

Reusable and ecologically advantageous one-way packaging quota 2018

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 0.8 %-points compared to the previous year and amounts to 42.8 %.
 - In the case of beer, the MövE share fell more sharply, by 2.4 %-points, stronger than in other segments and thus fell below the MövE target of 80%.
 - For soft drinks, the MövE share lost 1.7 %-points.
 - The quota for water rose again by 0.7 % for the first time.
- > While the quota for reusable packaging fell by 1.0 %-points (41.2 %), ecologically advantageous one-way packaging gained 0.2 %-points reaching 1.6 %.

Quota of reusable and ecologically advantageous one-way beverage packaging			
Year	2016	2017	2018
Water	38.7%	38.4%	39.1%
Beer	82.1%	81.9%	79.5%
Soft drinks	28.8%	27.1%	26.5%
Mixed alcoholic drinks	6.4%	6.3%	6.4%
All beverages	44.2%	43.6%	42.8%
reusable	42.8%	42.2%	41.2%
ecologically advantageous one-way packaging (1)	1.4%	1.5%	1.6%

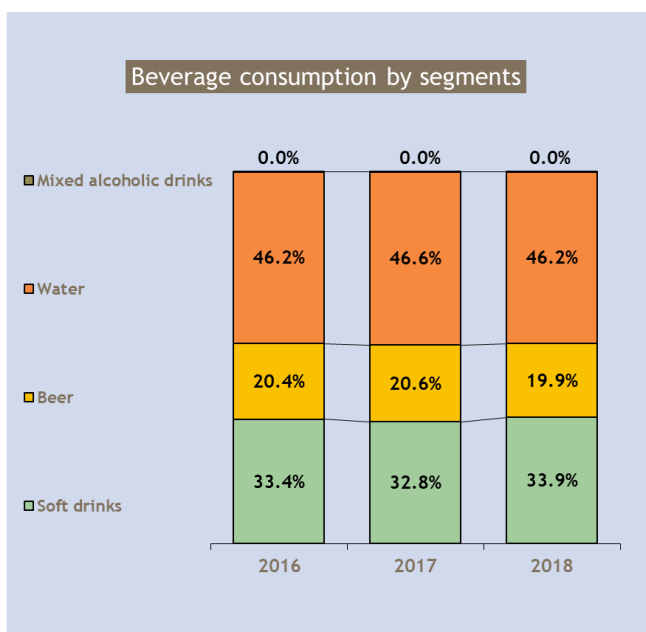
(1) Acc. definition VerpackV § 3 Abs. (4)

Source: GVM 10/2020

Market development

In 2018, a total of 33.6 billion liters of beverages covered by section 9 of the Packaging Ordinance were consumed. This is an increase of 1,4 billion liters compared to the previous year (+4.3 %). The gain in demand can be mainly traced back to the predominantly warm and dry weather during the summer months.

The GVM survey “Nationwide survey of data on consumption of beverages in reusable and ecological advantageous one-way packaging in Germany - reporting year 2018” was conducted for the Federal Environmental Agency. The results are published as UBA text version 109/2020 and are available for download at the agency’s website.



Source: GVM 10/2020

Packaging trends

- > The volume of beverages sold in MövE packaging has increased by 333 million liters in 2018. $\frac{3}{4}$ of the growth is related to reusable beverage packaging.
- > Water benefited most from the increase in reusable beverage packaging. Only in this segment the reusable quota gained shares by 0.7 %-points to 38.8%.
- > For soft drinks, the reusable quota fell by 1 %-points to 22 %. Here, one-way PET and beverage cans grew stronger than reusable packaging.
- > In the case of beer, reusable packaging continued to be subsidised by cans (+3,1 %-points to 12,1% beverage can share in 2018).
- > The sales volume in beverage cartons increased by 75 million liters. The largest surplus here were in milk substitutes and iced tea.
- > In total, one-way PET gained 0.3 %-points. The high annual growth rates of recent years have slowed down.