

Reusable packaging quota 2019

Increase in reusable shares

- > The Packaging Act (VerpackG) specifies a target value of 70 % for reusable packaging for beverages subject to a mandatory deposit.
- > In 2019, the share of reusable packaging increased by 0.6 percentage points and reached 41.8 %.
- > Within the beverage segments, the reusable packaging shares developed differently in 2019:
 - In the water segment the reusable share increased by 2.0 percentage points.
 - For beer and mixed alcoholic beverages, the quota fell by 0.8 percentage points each.
 - In the case of soft drinks, the reusable share lost 0.3 percentage points.

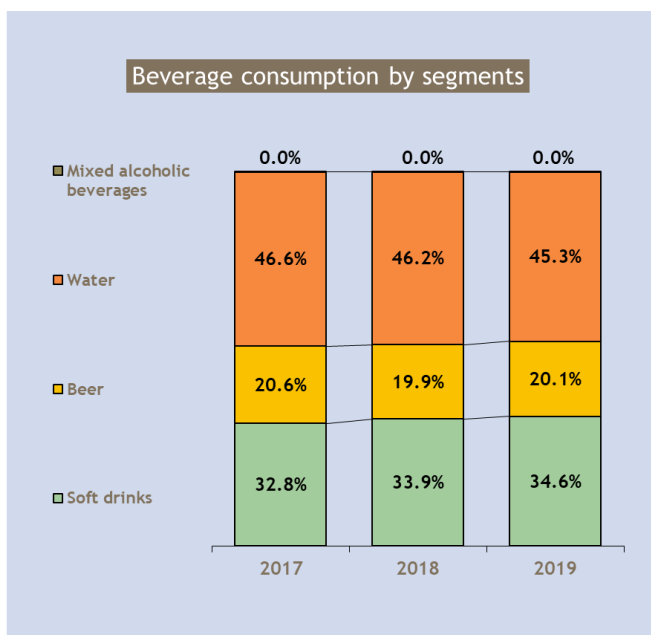
Development of the reusable packaging share of beverages with mandatory deposit in Germany			
Year	2017	2018	2019
Water	38.1%	38.8%	40.8%
Beer	81.9%	79.5%	78.7%
Soft drinks	23.1%	22.0%	21.7%
Mixed alcoholic beverages	5.7%	5.8%	5.1%
All beverages	42.2%	41.2%	41.8%

Source: GVM 08/2021

Market development

The beverage consumption according to section 31 of the Packaging Act reached a volume of 32.6 billion liters in 2019. Compared to the previous year, the beverage volume decreased by 1.0 billion liters (-3.0 %). The decline was mainly due to the cooler summer compared to the very hot and dry months from April to September in 2018.

The GVM survey “Nationwide survey of data on consumption of beverages in reusable packaging in Germany - reporting year 2019” was conducted for the Federal Environmental Agency. The results are published as UBA text version 116/2021 and are available for download at the agency’s website.



Source: GVM 08/2021

Packaging trends

- > For all beverages, there has been a trend towards one-way plastic bottles up to 2018; this trend was interrupted in 2019.
- > Both one-way and reusable plastic bottles have lost market share in favor of reusable glass bottles and beverage cans.
- > The increasing consumer acceptance of tap water as well as the critical attitude towards bottled water in plastic have led to considerable utilization problems at PET bottling plants.
- > The rising reusable quota for beverage packaging is mainly driven by the development of the reusable quota in the water segment.
- > Consequently, an increase in the reusable quota for water has been recorded since 2018. In all other beverage segments, the reusable share has been shrinking.