

Reusable packaging quota 2022

Increase in reusable shares

- > The Packaging Act (VerpackG) sets a target of 70% for reusable packaging (MW) for beverages subject to a deposit.
- > In 2022, the share of MW packaging fell by 0.1 percentage points and reached 42.6 %.
- > Within the beverage segments, the MW shares developed differently in 2022:
 - The MW share decreases by 0.4 percentage points for waters and increases by 0.8 percentage points for alcoholic mixed drinks.
 - But the MW share rose by 0.5 percentage points for soft drinks and by 0.4 percentage points for beer.

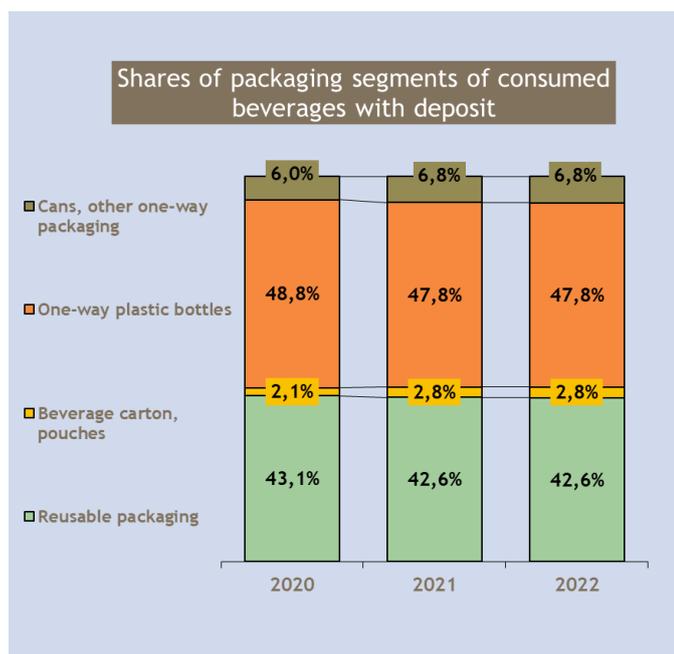
| Development of the reusable packaging share of beverages with mandatory deposit in Germany | | | |
|--|--------------|--------------|--------------|
| Year | 2020 | 2021 | 2022 |
| Water | 42,5% | 43,5% | 43,1% |
| Beer | 79,0% | 78,2% | 78,6% |
| Soft drinks | 21,1% | 20,5% | 20,9% |
| Mixed alcoholic beverages | 4,1% | 3,9% | 3,1% |
| All beverages | 43,1% | 42,6% | 42,6% |

Source: GVM 03/2025

Market development

In 2022, 42.3 billion litres of beverages (bottled in sales packaging under 10 litres) were consumed in Germany. This corresponds to an increase of 2.3% compared to 2021. The repeal of lockdown restrictions due to the coronavirus has led to rising sales in the beverage industry. The growth in out-of-home consumption is due to the reopening of bars and restaurants as well as a warm and prolonged summer compared to the previous year.

The GVM survey “Nationwide survey of data on consumption of beverages in reusable packaging in Germany - reporting year 2022” was conducted for the Federal Environmental Agency. The results are published as UBA text version 03/2025 and are available for download at the agency’s website.



Packaging trends

- > Single-use plastic bottles have lost market share in favour of reusable glass bottles, beverage cartons and beverage cans.
- > However, the substitution of single-use plastic with reusable glass bottles has slowed considerably since 2021.
- > The market for beverage cans declined sharply after the introduction of the deposit in 2003 but slowly increased again in the following years. With the establishment of a standardised return system, market conditions improved and the can as a packaging material recorded annual growth rates.
- > Due to the reopening of the catering trade, the draught beer market rose sharply after the slump in 2020 and 2021.