

## Reusable and ecologically advantageous one-way packaging quota 2016

### 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 1.3 %-points compared to the previous year and amounts to 44.2 %.
  - Despite losses, beer once again reached a high quota with 82.1 % and is still the strongest segment for reusable packaging.
  - The quota for soft drinks decreased by 1.8 %-points, stronger than in other segments.
  - The quota for water dropped by 1.0 %-points.
- > While the quota for reusable packaging fell by 1.5 %-points (42.8 %), ecologically advantageous one-way packaging gained 0.2 %-points reaching 1.4 %.

Quota of reusable and ecologically advantageous one-way packaging			
Year	2014	2015	2016
Water	40.8%	39.7%	38.7%
Beer	83.6%	82.9%	82.1%
Soft drinks	29.7%	30.6%	28.8%
Mixed alcoholic drinks	6.4%	6.4%	6.4%
<b>All beverages</b>	<b>46.1%</b>	<b>45.5%</b>	<b>44.2%</b>
reusable	45.1%	44.3%	42.8%
ecologically advantageous one-way packaging (1)	1.1%	1.2%	1.4%

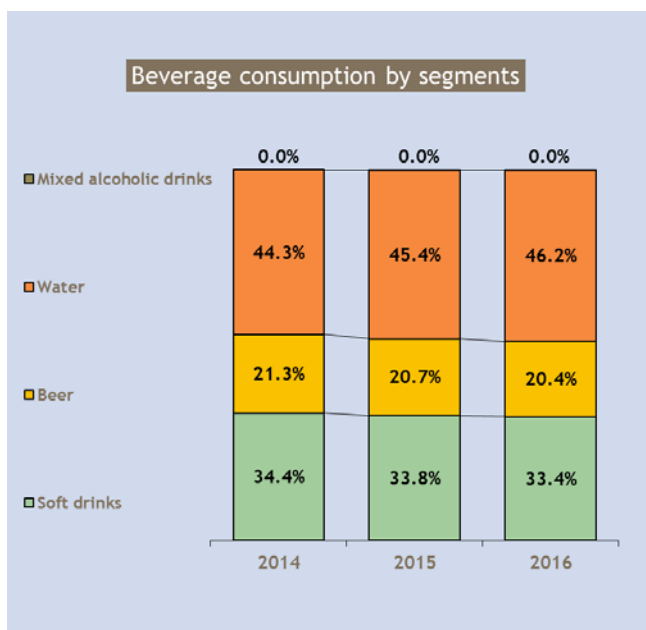
(1) Acc. definition VerpackV § 3 Abs. (4)

Source: GVM 09/2018

### Market development

The overall volume of the analyzed drinking segments grew by 0.9 % to 33 billion liters in 2016. The reason for this was mainly because the water segment gained 369 Mio. liters. The market for mixed alcoholic drinks increased 2 Mio. liters. Yet, not all segments could profit from the market growth in the reference year. Soft drinks lost 19 Mio. liters and beer sank by 56 Mio. liters market volume.

The GVM survey "Nationwide survey of data on consumption of beverages in reusable and ecological advantageous one-way packaging in Germany - reporting year 2016" was conducted for the Federal Environmental Agency. The results are published as UBA text version 46/2018 and is available for download at the agency's website.



Quelle: GVM 09/2018

### Packaging trends

- > While the total market of beverages for compulsory deposit (according § 9 VerpackV) gained 0.9 %, the market segment for reusable beverage packaging dropped 2.4 % in 2016.
  - > For water and soft drinks the main reason is 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 19,0 %. The plus is due to the substitution of reusable packaging.
- > One-way PET increased by 2.9 % reaching 17 billion liters filling volume.
- > The consumption of beverage cans increased (+ 15,4 %). The gains were made on the beer market (+ 10,0 %) and on the market for soft drinks (+ 11,3 %).