

## GLASS PACKAGING DEMAND GROWTH : THE MARKET TRUSTS GLASS

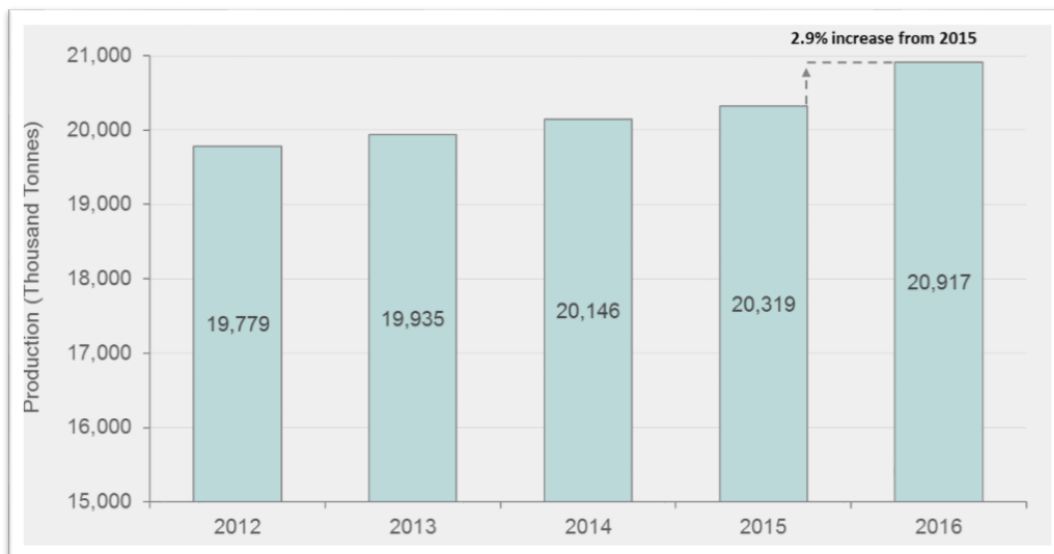
**Strong production growth in 2016 represents a significant increase above the historic average growth rates for glass packaging**

**Brussels, 28 August 2017:** Glass packaging production in Europe grew by 2.9% in volume (Tonnes) and by 2.1% in unit terms in 2016 according to data published today by the European Container Glass Federation (FEVE) <sup>(1)</sup>. The growth was driven by exports as well as continued demand for glass packaging in food and beverage segments in Europe. A total volume of 20.9 million tonnes or 75.9 billion units were produced in Europe for the EU and international food and beverage markets.

*“The buoyant demand for glass is a strong signal of trust from customers in our industry and in glass packaging to help brands stand out on the shelves both in the European market and internationally,”* says FEVE President Johan Gorter.

The strong performance in 2016 confirms the steady trend of the last 5 years. Since 2012, the industry has increased its production by 5.8% in volume and 6.1 per cent in units.

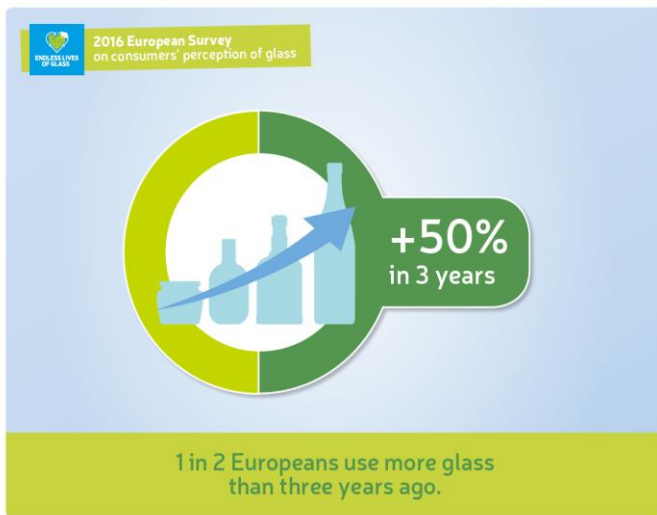
### *Glass Container Production for Food and Beverages in Europe*



**Note:** Figures are for EU28 + Switzerland + Turkey - Source: FEVE data

Glass continues to be the reference packaging material for leading markets such as spirits, wines and beer, while it is increasingly gaining share in the food, water and dairy sectors. This is not only due to new consumption trends for local, organic and natural food, but also because of the positive image of glass packaging and the strong consumer trust in glass as their preferred packaging for environmental, health and taste preservation reasons. According to a recent survey <sup>(2)</sup>, glass is consumers' favourite packaging, with 1 in 2 Europeans saying they use more glass than three years ago and 75% of Europeans view glass as the most environmentally friendly packaging.

*“It is encouraging that consumers trust glass because of its sustainability credentials and because it best preserves the quality of their preferred products. As an industry, we are committed to making the inherent properties of glass more visible to our customers and to the final consumer”* continues Johan Gorter.



## Ends

- (1) Production of container glass for food and beverages in the EU, Switzerland and Turkey based on direct industry production data from FEVE member companies compiled by Vivid Economics for FEVE.
- (2) InSites Research 2016. View Summary report on the [Friends of Glass](#) platform.

## About FEVE

FEVE is the association of European manufacturers of glass containers and machine-made glass tableware. It has some 60 corporate members belonging to approximately 20 independent corporate groups which produce over 20 million tonnes per year of glass container for food and beverage, perfumery, cosmetics and pharmacy in 162 plants throughout Europe. Some 125.000 direct and indirect jobs are maintained across the European supply chain. The industry invests €610 million /year in upgrading the 162 plants throughout Europe through innovation, energy efficiency and decarbonisation. View [the infographic](#)

## About Glass

As packaging, glass containers assure the preservation, safe delivery and attractive presentation of a vast array of consumer products, supplied to European and world markets. Whether used for drinks, food, cosmetics, perfumes or pharmaceuticals, glass plays a vital role in supporting European trade and commerce. Glass is 100 percent recyclable, virtually inert and preserves the original taste of the products it contains. Consumers prefer glass and support glass through the Europe-wide consumer platform [www.friendsofglass.com](http://www.friendsofglass.com)

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