

## **Strong increase of 30 per cent in beverage can sales in Germany**

The beverage can is more popular than ever here at home. With 1.86 billion cans sold in 2014, sales in Germany rose an impressive 30.4 per cent compared to last year, to the delight of the European association of beverage can manufacturers, BCME (Beverage Can Makers Europe), which, for the fifth consecutive time was able to report a year of growth.

In total, around 433 million more cans were sold in Germany than last year. Just as in 2013, there was high demand for beer in beverage cans again in 2014. With 826 million cans, beer had a share of 44.5 per cent of total sales of the cylindrical packaging unit. 54.3 per cent more beer cans were sold compared to the same period of the previous year.

“The fact that we are able to announce an increase in sales for the fifth year in a row, and one of this size, is really quite marvellous. With all its advantages, among consumers in Germany the beverage can is not merely a regular feature anymore, it is also becoming more and more popular,” said Welf Jung, spokesman of BCME Germany.

Looking back, one important success factor was the World Cup in Brazil last summer. At all the public viewing events, where the matches were seen live here, the beverage can showed itself to be unbeatable – just like the German football team! On one hand it's light and manageable, and on the other quasi unbreakable, so there is no risk of broken glass.

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### **Your contact:**

#### **Georg Grumm**

Information und Communication

Gesamtverband der Aluminiumindustrie e.V.

Phone: + 49 211 47 96 160

E-mail: [georg.grumm@aluinfo.de](mailto:georg.grumm@aluinfo.de)