

**Alcoholic Drinks Packaging in Italy**

Market Direction | 2022-10-10 | 11 pages | Euromonitor

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**Report description:**

There was a strong rebound in the packaging unit volumes used for alcoholic drinks through the on-trade in 2021, with the off-trade also continuing to record positive, if slightly slower, growth in this year. This followed a year in which COVID-19 restrictions resulted in a slump in on-trade sales in 2020, due to the extended closure of establishments in this channel. The effect of this was exacerbated by a collapse in the tourism industry due to the travel restrictions in place. People were the...

Euromonitor International's Alcoholic Drinks Packaging in Italy report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Alcoholic Drinks Packaging market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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**Table of Contents:**

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## List Of Contents And Tables

### ALCOHOLIC DRINKS PACKAGING IN ITALY

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Strong rebound in the on-trade for alcoholic drinks packaging in 2021

Sustainable developments continue to be seen in alcoholic drinks packaging

Innovation, packaging, distribution and marketing offer keys to development in RTDs

#### PROSPECTS AND OPPORTUNITIES

Sustainability will remain in the spotlight in Italian alcoholic drinks packaging

Quantity over quality boosts sales of smaller wine bottles, while low-alcohol/non-alcoholic products are likely to gain favour

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