

Italy Metal Packaging Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The Italian metal packaging market is expected to register a CAGR of 2.54% over the forecast period. With the trend of substantial unit consumption in food and beverage products and increasing environmental concern, consumers are demanding metal cans owing to their low environmental impact. The high recyclability of metal cans is one of the significant drivers for the growth of the market studied.

Key Highlights

Due to its various advantages, including rigidity, stability, and high barrier qualities, metal cans frequently store products that can be moved over greater distances and have longer shelf lives. Tin, steel, and aluminum-based metal cans are favored throughout the country and region. These materials offer valuable qualities, including being softer and lighter, which enable the makers to reduce logistics-related expenses.

Additionally, cans are preferred over refillable glass bottles for beer containers. Also, the growing demand for alcoholic beverages in Italy, and other European regions with trade relations, such as the United Kingdom, Finland, and Germany, is anticipated to fuel the growth of the metal packaging market. Manufacturers of alcoholic beverage packaging across Italy are benefitted from the growing trend of alcohol consumption at social events. Also, young consumers are becoming more accustomed to drinking beer and wine.

For instance, according to Assobirra, the volume of beer consumed has been experiencing a growing trend since 2014, a slight dip was seen in 2020, but the market recovered in 2021 and is expected to see the same direction in the forecast period. Italians consumed 20.8 million hectoliters of beer in 2021, indicating a consistent rise in beer consumption since 2014. Each Italian consumed 35 liters of beer on average in 2021 compared to 29 liters per person in 2010.

Metal cans find their application majorly in food and beverages. However, alternative packaging options, such as glass, are fiercely competitive with metal can packaging in the same segment. The other alternate packaging solutions include plastic.

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The nation witnessed frenzied panic shopping at the height of the outbreak. In addition, there was an increased demand for different types of canned vegetables during the COVID-19 pandemic. Because they are healthier than vegetables cultivated conventionally, millennials across the country are placing a high premium on canned organic vegetables. In this sense, organic canned veggies pique the curiosity of younger consumers, as consumers between the ages of 25 and 34 frequently buy these products.

Italy Metal Packaging Market Trends

Cans Segment is Anticipated to Hold Significant Share

Cans, drums, bottles, caps, and closures are the most common types of metal packaging. Over the past century, metal cans have been used in various packaging applications due to their accessibility and ease of use. The demand for metal cans is also expected to increase in volume due to consumer trends such as the desire for small-size and multi-pack packages. Additionally, the demand for metal can products would increase significantly, given the increasing emphasis on sustainable and recycling solutions. Also, international players are focusing on expanding and strengthening their market presence to cater to the increasing demand for metal packaging for food and beverages in Italy. For instance, in April 2022, Berlin Packaging, a hybrid packaging supplier, announced the acquisition of Panvetri, a family-owned metal and glass packaging company for the wine and oil sectors. The acquisition is evidence of the commitment of Berlin Packaging to the growth of the market studied in Europe. Also, the growing demand for beer across the region is propelling the demand for metal packaging in Italy. For instance, according to the UN Comtrade, Italy's annual exportation volume of beer from malt worldwide increased to 384 million liters in 2021 from approximately 199 million liters in 2012. Moreover, according to the AssoBirra, the volume of beer sold in Italy in 2021 was 17.64, out of which 14.64 million hectoliters were distributed in non-returnable bottles. Furthermore, 1.26 million hectoliters of beer were packaged in cans, the second most popular packaging type in Italy, followed by Kegs with 1.25 million hectoliters.

Higher Recycling Rates Coupled With Higher End-User Manufacturing Demand

Increasing sustainability and environmental concern propel the demand for sustainable packaging. Recycling is essential for the metal packaging sector because it saves much energy compared to producing the same quantity of aluminum from a virgin source, which lowers the production process cost. This is especially true for aluminum cans, which are recycled often. Additionally, the cost of can manufacture would be higher without the recycling process. Due to these advantages, metal can producers are putting more of an emphasis on recycling metal, which helps them avoid the need for new materials and save raw materials. The government's publication of specific recycling rules is another factor in the improved recycling rate for metal packaging. Additionally, Italy ranks first in Europe regarding the amount of recycled aluminum produced. According to CIAL, Italy's national non-profit consortium, a total of 78,400 tons of aluminum packaging was sold in the Italy market in 2021. Italy recycled 52,900 tons of aluminum packaging in the same year. Moreover, sustainability and low energy consumption in recycling metal packaging propel market growth. This is anticipated to drive the demand for aerosol cans and metal packaging cosmetics products in the projected time frame. For instance, according to Cosmetica Italia, the growing consumption of cosmetic products in Italy reached EUR 10.6 4 billion (USD 11.17 billion) in 2021 from EUR 10.29 billion (USD 10.81 billion) in 2016.

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Italy Metal Packaging Market Competitor Analysis

The Italian metal packaging market is moderately fragmented owing to the availability of numerous domestic and international players. Also, players in the region are looking for expansion and collaboration.

In April 2022, Gruppo Fanti held a groundbreaking ceremony for a new can facility in West Virginia, United States. The company will invest USD 30 million into the site and create an initial 40 new full-time positions.

In March 2022, Tecnocap acquired an aluminum aerosol cans and tube maker Tubettificio. Based in Lecco, near Milan, the company has since re-started up three production lines, two of which make monobloc aluminum aerosol cans and the other aluminum tubes.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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