

**Alcoholic Drinks Packaging in Italy**

Market Direction | 2023-09-07 | 9 pages | Euromonitor

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**Report description:**

In the retail channel's packaging unit volumes of alcoholic drinks in Italy, metal beverage cans were becoming more popular during the review period, albeit with the exception of 2022, with this pack type expected to also continue gaining share over the forecast period. This is because metal beverage cans offer portability and convenience for RTDs, for example. They are lightweight and easy to carry, making them ideal for on-the-go consumption. Cans are easily stackable, making them convenient f...

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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#### ALCOHOLIC DRINKS PACKAGING IN ITALY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Metal beverage cans gaining share in RTDs

Digital packaging information in Italy becomes mandatory

The 330ml size becomes the leading pack in alcoholic drinks in 2022

##### PROSPECTS AND OPPORTUNITIES

Bag in box is expected to eat into the share of glass bottles due to its convenience

Sustainable developments continue to be seen in alcoholic drinks packaging

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