

Dairy Packaging in Italy

Market Direction | 2023-09-29 | 8 pages | Euromonitor

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Report description:

In 2022, flexible aluminium/paper was continuing to gain share in the packaging of butter and spreads as it is perceived as an eco-friendly choice due to its recyclability and lower environmental impact. The aluminium also provides excellent barrier properties, preserving the freshness and flavour of butter and spreads, while extending their shelf life. On the other hand, thin wall plastic containers continued to lose share in unit volume terms in butter and spreads in 2022, with this pack type...

Euromonitor International's Dairy 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: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

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

Why buy this report?

- * Get a detailed picture of the Dairy 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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DAIRY PACKAGING IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible aluminium/paper gaining share in butter and spreads due to its sustainability

Brands tend to use lightweight and convenient pack types for cheese

HDPE bottles gaining share in yoghurt packaging as they are easy to use

PROSPECTS AND OPPORTUNITIES

Glass jars to see dynamic growth in yoghurt

Smaller packs to gain share in drinking milk products but 1,000ml size will continue to be most heavily used

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