

## **Hot Drinks Packaging in Italy**

Market Direction | 2023-04-03 | 8 pages | Euromonitor

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### **Report description:**

The continued shift towards folding cartons in hot drinks packaging in Italy is being driven by a number of factors, including the increasing demand for sustainable packaging options. Consumers are becoming more environmentally conscious, and are therefore preferring packaging materials that are renewable, recyclable and have a reduced environmental impact. As folding cartons are made from renewable materials, such as paperboard, they are considered a more sustainable option than flexible alumin...

Euromonitor International's Hot 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2024

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Fresh ground coffee pods on the rise in Italy

Small pack sizes such as 50g popular in Italian hot drinks

PROSPECTS AND OPPORTUNITIES

Sustainability a growing trend in hot drinks packaging

Lavazza's ?Tierra! for Planet programme aims at combating climate change and promoting sustainable coffee production

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