

Meals and Soups Packaging in Italy

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

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Report description:

Even prior to the pandemic, chilled pizza had been recording significant annual declines, which continued during the pandemic and on into 2022. Chilled pizza often loses out to the longer shelf life of frozen pizza. While the packaging unit volumes of folding cartons and flexible plastic were increasing in frozen pizza in 2022, the packaging unit volumes of flexible plastic and paper-based trays used in chilled pizza were declining.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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MEALS AND SOUPS PACKAGING IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sustainability concerns are impacting the usage of flexible plastic in chilled pizza

Pack types that help in the preservation of chilled soup are preferred by consumers

Metal food cans losing out to transparent pack types

PROSPECTS AND OPPORTUNITIES

Rising demand for chilled lunch kits will provide a boost for flexible aluminium/plastic and thin wall plastic containers

Strong prepared salads growth will boost sales of flexible plastic and thin wall plastic containers

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