

## **Soft Drinks Packaging in Italy**

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

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### **Report description:**

Having once been the main pack type for soft drinks in the foodservice channel in Italy, still often associated with high-quality and premium products, glass bottles lost this title to PET bottles. After sharing the industry-wide slump in sales in 2020 when the pandemic first hit the country, glass bottles have been enjoying a resurgence among manufacturers in 2021 and 2022. In addition to the general recovery in the foodservice channel, there has also been a growing trend towards more sustainab...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Soft 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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## **Table of Contents:**

Soft Drinks Packaging in Italy  
Euromonitor International  
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List Of Contents And Tables

SOFT DRINKS PACKAGING IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass bottles gaining pack type share in soft drinks post-2020

Still bottled water continues to record positive growth

Coca-Cola introduces new caps in line with its sustainability targets

PROSPECTS AND OPPORTUNITIES

Sustainable packaging is the way forward in Italy

Nestle achieves 97% recyclability of soft drinks packaging

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