

Hot Drinks Packaging in Italy

Market Direction | 2024-04-22 | 8 pages | Euromonitor

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Report description:

Renowned Italian coffee brand Lavazza made a significant contribution towards sustainability with the launch of its first-ever carbon-neutral flexible aluminium capsules for fresh coffee pods compatible with Nespresso Original machines. By combining Lavazza's signature coffee blends with recyclable aluminium capsules, the brand not only maintains its renowned taste, but also contributes to environmental conservation. The initiative, part of Lavazza's "Blend for Better" programme, aligns with the...

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.

Table of Contents:

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List Of Contents And Tables

HOT DRINKS PACKAGING IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lavazza launches carbon-neutral aluminium coffee pod capsules

The rise of coffee bags in innovative packaging formats

Rising popularity of coffee pads thanks to their convenience and versatility

PROSPECTS AND OPPORTUNITIES

Folding cartons will remain the most popular pack type
in Italian soft drinks

Sustainability a growing trend in hot drinks packaging

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