

## **Meals and Soups Packaging in Italy**

Market Direction | 2024-07-15 | 9 pages | Euromonitor

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### **Report description:**

Total meals and soups packaging volumes in Italy increased for another consecutive year in 2023. The consumption of ready meals continued to rise in this year, particularly in the chilled and frozen categories, driven by various factors, which drove growth in the associated packaging volumes. Urbanisation, increased time spent away from home due to work or study commitments post-pandemic, and the desire for quick, convenient meal solutions without compromising on quality or taste were key growth...

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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### **Table of Contents:**

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MEALS AND SOUPS PACKAGING IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Thin wall plastic containers and stand-up pouches gain traction in ready meals due to the convenience offered

Plastic pouches increase in popularity for chilled soup

Thin wall plastic containers gains traction for prepared salads, due to ease of on-the-go consumption

PROSPECTS AND OPPORTUNITIES

Rising demand for chilled lunch kits will boost flexible aluminium/plastic packaging in particular

Larger pack sizes expected to become more popular for pizza in the forecast period

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