

## Packaging Industry in Italy

Market Direction | 2024-12-02 | 46 pages | Euromonitor

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### Report description:

In 2023, the Italian packaging industry intensified its commitment to sustainability, driven by heightened consumer awareness and government regulations. Key trends included the increased use of recyclable and biodegradable materials, the rise of smart packaging featuring QR codes for enhanced consumer engagement, and collaborative efforts to develop innovative solutions. A significant regulatory change mandated that, starting from 1 January, all wines and spirits must include detailed packaging...

Euromonitor International's Packaging in Italy report offers insight into key trends and developments in the industry. 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.

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

### Why buy this report?

- \* Get a detailed picture of the 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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#### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Smaller pack size formats are gaining traction for food on account of affordability

Consumers preferring smaller pack sizes for on-the-go consumption

Glass bottle share shrinks in alcoholic drinks but it remains a key pack type thanks to its premium appeal

HDPE bottles are popular for beauty and personal care products packaging as they are durable

PET bottles a prominent pack type in home care products

#### PACKAGING LEGISLATION

Environmental labelling for packaging mandatory in Italy

Digital packaging information in alcoholic drinks is mandatory in Italy

#### RECYCLING AND THE ENVIRONMENT

Disposal instruction mandatory in Italy since 2020

Table 1 Overview of Packaging Recycling and Recovery in Italy: 2021/2022 and Targets for 2023

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