

Plant-Based Dairy Packaging in Italy

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

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Report description:

Total plant-based dairy packaging volumes in Italy maintained solid growth in 2023, with increases for all categories and pack types. Veganism is gaining momentum in Italy, driving increased interest in plant-based dairy products and leading to growth in packaging volumes across the category. Plant-based dairy presents significant growth opportunities, prompting various companies to enter the market. For instance, in 2023 Mondelez Italia Services introduced Philadelphia Vegan, a plant-based chee...

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Packaging provides marketing opportunities for brands to stand out

Brick liquid cartons dominates plant-based dairy packaging

Brands use smaller pack sizes to allow consumers to experiment with different products

PROSPECTS AND OPPORTUNITIES

Dream Farm chooses thin wall plastic containers for its almond-based cheese

100ml and 1,000ml pack sizes expected to grow, for different reasons

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