

## Soft Drinks Packaging in Italy

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

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### Report description:

While the 1,500ml bottle is the most popular size in bottled water and 500ml is the most widely used size among the smaller pack types in this category, there has been strong growth recorded by smaller pack sizes in bottled water, such as 250ml or 330ml, in recent years, in Italy. This has been driven by a focus on convenience and targeted appeal to different consumer segments. These smaller formats provide consumers with greater portability and ease of consumption, catering to busy lifestyles a...

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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#### SOFT DRINKS PACKAGING IN ITALY

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Consumers increasingly looking for convenience and portability in bottled water

Glass bottles gaining share in RTD tea

Leading sustainability initiatives in Italy's beverage industry driving innovations

##### PROSPECTS AND OPPORTUNITIES

PET bottles will continue to be the favoured pack type in Italian soft drinks

Sustainable packaging is the way forward in Italy

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