

## **Italy Container Glass - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Italy Container Glass Market size is estimated at 5.26 million tonnes in 2025, and is expected to reach 5.71 million tonnes by 2030, at a CAGR of 1.67% during the forecast period (2025-2030).

#### Key Highlights

- Glass, made from natural and sustainable raw materials, is the preferred packaging for health-conscious consumers. Italy's aging population contributes to the growth of the pharmaceutical packaging market. The Italian glass packaging industry is committed to sustainable production and collaborates with customers to develop innovative, environmentally friendly packaging solutions. This commitment includes reducing energy consumption in manufacturing processes, increasing the use of recycled glass, and developing lighter-weight glass containers without compromising strength or quality.
- The expanding beer market in Italy is driving innovation in glass bottle designs, including lightweight, eco-friendly options and unique shapes to differentiate brands. This trend encourages manufacturers to diversify their product range, creating growth opportunities for the container glass industry. Breweries are increasingly partnering with glass manufacturers to create custom bottle designs that reflect their brand identity and appeal to consumers' aesthetic preferences.

#### Key Highlights

- According to ASSOBIRRA, the Association of Brewers and Maltsters, Italians consumed 21.2 million hectoliters of beer in 2023, an increase from 18.9 million hectoliters in 2020. This growth in consumption has led to increased demand for glass bottles, particularly for craft and specialty beers that often prefer glass packaging to maintain product quality and enhance brand image.
- Glass is a permanent material that can be infinitely recycled into new packaging. The quality and quantity of recycled glass production improve with increased selective collection of glass waste. In Italy, glass recycling rates have been steadily increasing, with many municipalities implementing effective collection systems and consumers becoming more aware of the importance of

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proper glass disposal.

- According to the International Trade Centre, Italy was the third-largest exporter of container glass in 2023. Italy's total exports of container glass (HS Code-701090) reached USD 1,314.6 thousand, an increase from USD 1,246.9 thousand in 2022. By being a leading exporter, Italy strengthens trade relationships with other countries, opening up new markets for its container glass. This increases the country's ability to penetrate emerging markets and further boosts export opportunities, driving long-term growth in production, innovation, and investments in the container glass sector.

- Rising operational costs and increased use of substitute products, such as plastics and tin, may limit market growth. The growing popularity of plastic packaging, due to its lightweight nature, moldability, and controllable thickness, could impact the development of the glass packaging market. However, the glass industry is responding by investing in technologies to reduce production costs and improve the environmental footprint of glass manufacturing, aiming to maintain its competitive edge in the packaging market.

## Italy Container Glass Market Trends

### Alcoholic Segment to Hold Significant Market Share

- The alcoholic segment dominates under beverage, accounting for approximately 80% of the market share in the Italy container glass market, and plays a pivotal role in driving the market's growth.

- Italy is known for its rich wine and spirits production tradition, with products like Italian wine, prosecco, and grappa being highly regarded domestically and internationally. The cultural importance of these beverages ensures a steady and robust demand for glass containers, as glass is often the preferred choice due to its ability to preserve the flavor and integrity of alcohol, especially for premium and aged beverages.

- The Glass bottle manufacturing industry in Italy is widely associated with the wine industry and hearty foods that belong to Italian cuisine. Glass packaging is a popular choice, and most of Italy's wine, food, and condiment industries end up packaging their products in glass bottles.

- These industries heavily rely on glass bottles for their packaging needs because glass is an inert material. This makes it a safe option for storing products made for human consumption. Glass bottles are chemical-free and do not react with the products or the environment.

- The Italian wine supply chain has performed well in recent decades in terms of profitability and success in the domestic and international markets. This is despite its fragmentation in terms of products, prices, and consumption context, particularly its organization, which hinders the full exploitation of economies of scale.

- The growing consumption of wine across the country has boosted the demand for container glasses in the market. Wine is one of Italian agriculture's most traditional products and one of the most characterizing and constant elements of the Italian population's diet. Throughout time, wine has been a cheap source of energy, an essential beverage when water was unsafe to drink, and a symbolic element of social celebrations.

- Beer is often packaged in glass bottles, particularly premium and craft beers, which are becoming increasingly popular. As beer consumption rises, the demand for glass containers used in packaging beer also increases.

- According to AssoBirra, the Association of Brewers and Maltsters, the annual volume of beer consumed per capita in Italy accounts to 36.1 liters in 2023 which was 31.7 liters in 2020.

- The rise in beer consumption often correlates with an increase in the variety of beers available, including premium and craft beers, which typically favor glass packaging for its aesthetic appeal and ability to preserve flavor. This trend enhances the demand for high-quality, visually appealing glass containers.

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## Pharmaceutical Segment to Expand Significantly

- Glass remains a primary packaging material for pharmaceutical products due to its suitability for various formulations. Its widespread use in the industry makes it the preferred choice for many applications, offering properties that ensure product safety and stability. Glass containers are extensively used in the pharmaceutical sector, providing a reliable barrier against external contaminants and maintaining the integrity of the enclosed medications.
- Significant investments from pharmaceutical companies are growing the pharmaceutical market in Italy. This expansion drives the demand for pharmaceutical glass packaging, as glass remains the primary packaging material for many drugs. The increasing production of pharmaceuticals in Italy has led to a corresponding rise in the need for high-quality glass packaging solutions, creating a symbiotic relationship between the pharmaceutical and glass industries.
- Higher investments in pharmaceutical production are likely to increase domestic manufacturing facilities. As pharmaceutical companies expand operations, they will require a consistent supply of high-quality packaging, particularly glass containers, to meet production needs. This trend creates more business opportunities for local container glass manufacturers.
- According to Farmindustria, Association of Pharmaceutical Companies, investments in Italian pharmaceutical production grew from USD 1.46 billion in 2017 to USD 1.73 billion in 2023. This significant increase in investment highlights the growth of the pharmaceutical sector in Italy and underscores the potential for continued expansion in related industries, including glass packaging.
- Pharmaceutical products, especially those for international export, are subject to stringent packaging regulations. These regulations often prioritize glass use due to its chemical resistance, impermeability, and stability. This regulatory environment is expected to drive further demand for high-quality container glass manufacturers in Italy.
- The emphasis on compliance with international standards for pharmaceutical packaging reinforces the importance of glass as a preferred material, potentially leading to increased collaboration between pharmaceutical companies and glass manufacturers to develop packaging solutions that meet or exceed regulatory requirements.
- Farmindustria reports that the export value of pharmaceutical products in Italy increased from USD 28.05 billion in 2018 to USD 53.16 billion in 2023. This substantial growth in exports not only demonstrates the strength of Italy's pharmaceutical industry but also indicates a growing need for reliable and high-quality packaging solutions to support the international distribution of these products.
- As pharmaceutical formulations become more advanced, such as biologics and vaccines, the need for specialized glass that can withstand extreme conditions (e.g., temperature fluctuations, pressure changes) is increasing. Italy's glass industry has the opportunity to capitalize on this demand by producing innovative glass packaging solutions. The development of advanced glass formulations and manufacturing techniques to meet the specific requirements of these complex pharmaceuticals could position Italian glass manufacturers as leaders in the global pharmaceutical packaging market.

## Italy Container Glass Industry Overview

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The Italy Container Glass Market is fragmented, with many regional and global players. Market players employ various strategies to strengthen their position and drive growth. These include product innovation, focusing on lightweight and eco-friendly designs, partnerships with suppliers and end-users, mergers to consolidate market share, and acquisitions to expand product portfolios or geographical reach.

Additionally, companies are investing in research and development to enhance the recyclability of glass products, aligning with sustainability trends and regulatory requirements. These collective efforts are expanding individual market shares and propelling the overall growth and evolution of the Italian container glass market.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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