

Italy Paper Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Italy Paper Packaging Market size is worth USD 2.84 Billion in 2025, growing at an 3.54% CAGR and is forecast to hit USD 3.38 Billion by 2030.

Key Highlights

- The demand for paper packaging in Italy has experienced a steady rise in recent years, driven by the growing emphasis on sustainability and environmental concerns. Italy has adopted European Union regulations to reduce plastic waste, prompting businesses to shift towards paper alternatives. The EU's Single-Use Plastics Directive has encouraged companies across sectors to adopt paper-based packaging solutions due to their recyclability and sustainability.
- Italian consumers' eco-conscious attitudes have significantly influenced the adoption of paper packaging. Companies in the food and beverages, cosmetics, and luxury goods industries are transitioning from plastic to paper packaging. This shift serves to meet environmental standards and demonstrate their commitment to sustainability.
- The food and beverage industry has embraced paper-based products, including cartons, bags, and wraps for various food items. Consumer focus on sustainability and the growth of organic and health-conscious food products has increased paper packaging demand. The food service industry's expansion in takeout and delivery services has established paper packaging as the preferred choice.
- E-commerce expansion has increased the need for durable and sustainable packaging solutions. As online shopping grows in Italy, businesses adopt paper packaging for shipping and delivery. E-commerce companies commonly use corrugated cardboard boxes and paper wraps, which are cost-effective, lightweight, and recyclable while meeting environmentally conscious consumer demands.
- Companies are innovating in the paper packaging market by developing new solutions and technologies. For instance, in June 2024, Saica Group and Mondelez collaborated to create a recyclable paper-based packaging solution for multipack confectionery,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

biscuits, and chocolate products. The packaging is designed to be processed through standard paper recycling streams. The packaging material is compatible with heat-sealable packing processes and is available in coated and uncoated variants. The development aligns with the sustainability standards established by the Confederation of European Paper Industries (CEPI).

- The paper packaging market in Italy faces growth limitations due to increasing raw material costs and outsourcing trends. The rising prices of paper pulp, a primary raw material, have increased production costs for manufacturers. These cost increases can reduce demand when transferred to consumers, particularly affecting price-sensitive small and medium-sized businesses. The trend of Italian companies outsourcing production to lower-cost regions impacts the local supply chain, extends delivery times, and reduces quality control capabilities. While outsourcing offers cost advantages, it can hinder innovation and sustainable practices implementation as companies focus on cost reduction rather than environmental initiatives. These combined factors create market growth constraints despite the growing demand for environmentally friendly packaging solutions.

Italy Paper Packaging Market Trends

Corrugated Boxes to Hold Significant Market Share

- The demand for corrugated boxes in Italy continues to grow, driven by e-commerce, logistics, and manufacturing sectors. The expansion of online shopping has increased the need for reliable and cost-effective packaging solutions for direct-to-consumer shipping. E-commerce companies require customizable packaging options, making corrugated boxes attractive for their protective qualities, cost efficiency, and branding potential.
- Italy's position as a significant global exporter influences the demand for corrugated packaging. Industries, including fashion, food, and automotive, depend on corrugated boxes for safe international product transportation. The country's export-focused economy necessitates packaging that meets international shipping standards. Corrugated boxes provide the durability and protection needed for long-distance transportation, ensuring product integrity during transit.
- Italy's export value reached USD 676.96 billion in 2023, increasing demand for corrugated boxes. The country's significant machinery, vehicles, food, and fashion exports require reliable packaging solutions for international shipping. Corrugated boxes provide the necessary protection for goods during transport while meeting environmental sustainability standards. The continuous expansion of Italy's export activities sustains the growth of the corrugated packaging market.
- Sustainability has become a significant factor in the packaging industry, with Italian businesses prioritizing eco-friendly options. Corrugated boxes, produced from recyclable and recycled paper, meet these environmental requirements. Implementing strict European Union recycling and waste regulations has increased demand for recyclable materials, including corrugated cardboard.
- The Italian food and beverage industry requires extensive corrugated packaging solutions. Italian food products, exported globally, need secure and protective packaging for transportation. Corrugated boxes are essential for packaging wine, olive oil, pasta, and other food items. The sector requires packaging solutions that maintain product freshness and safety during domestic and international shipping.
- The Italian corrugated box market is expected to maintain its growth trajectory, supported by e-commerce expansion, sustainability requirements, and the country's export activities. Packaging design developments, including weight reduction and strength improvements, are expected to increase the adoption of corrugated packaging across industries. The requirement for durable, high-quality packaging in exports will remain a fundamental market driver.

Beverages Segment Expected to Hold Significant Share in the Market

- The demand for paper in beverage packaging in Italy continues to rise, driven by increased focus on sustainability. As a major producer and exporter of beverages, including wine, spirits, and soft drinks, Italy requires packaging solutions that offer both

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

protection and environmental benefits. Paper packaging has emerged as a preferred choice among beverage producers due to its biodegradable and recyclable properties, meeting both ecological requirements and consumer preferences.

- The Italian wine industry extensively uses paper packaging, mainly cartons and boxes, for safe bottle transportation during export. The demand for paper packaging in wine exports is projected to increase as producers transition to sustainable packaging solutions, influenced by consumer preferences and environmental compliance requirements.

- The non-carbonated beverage market in Italy is projected to reach 674.46 million USD in sales value and 495 million liters in volume by 2024, driving increased demand for paper packaging. The growth in consumption of juices, bottled water, and tea necessitates effective and sustainable packaging solutions. Paper packaging has emerged as a preferred choice for these beverages due to its biodegradable and recyclable properties, addressing the environmental concerns of both consumers and producers.

- The substantial market share of non-carbonated beverages in Italy's beverage industry has prompted manufacturers to adopt paper-based cartons and bottles. This transition aligns with European Union regulations to reduce plastic usage and promote sustainable packaging practices. Paper cartons and multi-layer paper packaging are increasingly utilized for juices, teas, and water products, meeting consumer preferences for eco-friendly solutions and regulatory requirements. The robust performance of the non-carbonated beverage segment continues to strengthen the position of paper as a primary packaging material in Italy's beverage industry.

- European Union regulations significantly influence paper-based packaging demand in Italy's beverage sector. The EU's stringent packaging waste guidelines require companies to use recyclable and reusable materials. This regulatory framework has prompted Italian beverage companies to implement paper packaging solutions to meet sustainability requirements and reduce plastic waste.

- Innovations in paper packaging technology have strengthened demand in Italy. Recent developments, including paper-based bottles and multi-layer paper cartons, enhance beverage protection while maintaining sustainability standards. These technological improvements increase the appeal of paper packaging for producers and consumers, positioning Italy's beverage industry within sustainable packaging trends.

Italy Paper Packaging Industry Overview

The Italy Paper Packaging Market is fragmented. It is a highly competitive market with several players. Companies operating in the country, such as DS Smith Plc, International Paper Company, Sappi Limited, Mondi Group, and Pro-Gest S.p.A., keep innovating, investing, and entering into strategic partnerships to retain their market share.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.1 Market Overview
- 4.2 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.2.1 Threat of New Entrants
 - 4.2.2 Bargaining Power of Consumers
 - 4.2.3 Bargaining Power of Suppliers
 - 4.2.4 Threat of Substitute Products
 - 4.2.5 Intensity of Competitive Rivalry
- 4.3 Industry Value Chain Analysis

5 MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Growing Consumer Awareness on Paper Packaging
 - 5.1.2 Growth in E-commerce Sales
 - 5.1.3 Rising Demand from the Foodservice Sector
 - 5.1.4 Recycling Initiatives Involving Closed-loop Systems to Aid Market Adoption of Paper Packaging-based Materials
- 5.2 Market Restraints
 - 5.2.1 Deforestation Concerns Due to Paper Packaging
 - 5.2.2 Increasing Raw Material Costs and Outsourcing

6 MARKET SEGMENTATION

- 6.1 By Product Type
 - 6.1.1 Folding Cartons
 - 6.1.2 Corrugated Boxes
 - 6.1.3 Other Product Types (Flexible Paper, Liquid Cartons, Etc.)
- 6.2 By End-User Industry
 - 6.2.1 Food
 - 6.2.2 Beverage
 - 6.2.3 Healthcare
 - 6.2.4 Personal and Household Care
 - 6.2.5 Electrical and Electronics Products
 - 6.2.6 Other End-user Industries

7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
 - 7.1.1 DS Smith Plc
 - 7.1.2 International Paper Company
 - 7.1.3 Sappi Limited
 - 7.1.4 Smurfit Westrock
 - 7.1.5 Mondi Group
 - 7.1.6 Seda International Packaging Group
 - 7.1.7 Tetra Pak International S.A.
 - 7.1.8 Pro-Gest S.p.A.

8 INVESTMENT ANALYSIS

9 FUTURE OUTLOOK OF THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Italy Paper Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-05"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

