



Alcoholic Drinks Packaging in Italy

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles leads as consumers seek authentic, sophisticated drinking experiences, but sees a share decline

750ml leads, due to its versatility for both casual and formal consumption occasions

Digital packaging information becomes mandatory in Italy

PROSPECTS AND OPPORTUNITIES

Metal beverage cans set to grow due to portability, recyclability, and product protection

PET bottles expected to gain share due to its practicality and shatterproof quality

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