



**Euromonitor
International**

Alcoholic Drinks Packaging in Italy

September 2024

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Alcoholic Drinks Packaging in Italy - Category analysis

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

Alcoholic Drinks Packaging in Italy - Company Profiles

Packaging Industry in Italy - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Smaller pack size formats are gaining traction for food on account of affordability

Consumers preferring smaller pack sizes for on-the-go consumption

Glass bottle share shrinks in alcoholic drinks but it remains a key pack type thanks to its premium appeal

HDPE bottles are popular for beauty and personal care products packaging as they are durable

PET bottles a prominent pack type in home care products

PACKAGING LEGISLATION

Environmental labelling for packaging mandatory in Italy

Digital packaging information in alcoholic drinks is mandatory in Italy

RECYCLING AND THE ENVIRONMENT

Disposal instruction mandatory in Italy since 2020

Table 1 - Overview of Packaging Recycling and Recovery in Italy: 2021/2022 and Targets for 2023

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-packaging-in-italy/report.