



**Euromonitor
International**

Hot Drinks Packaging in Italy

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lavazza launches carbon-neutral aluminium coffee pod capsules
The rise of coffee bags in innovative packaging formats
Rising popularity of coffee pads thanks to their convenience and versatility

PROSPECTS AND OPPORTUNITIES

Folding cartons will remain the most popular pack type
in Italian soft drinks
Sustainability a growing trend in hot drinks packaging

Hot 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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