



**Euromonitor  
International**

# Soft Drinks Packaging in Italy

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## Soft Drinks Packaging in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers increasingly looking for convenience and portability in bottled water

Glass bottles gaining share in RTD tea

Leading sustainability initiatives in Italy's beverage industry driving innovations

#### PROSPECTS AND OPPORTUNITIES

PET bottles will continue to be the favoured pack type in Italian soft drinks

Sustainable packaging is the way forward in Italy

## Soft 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

## About Euromonitor International

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/soft-drinks-packaging-in-italy/report](https://www.euromonitor.com/soft-drinks-packaging-in-italy/report).