



Euromonitor
International

Beauty and Personal Care Packaging in Italy

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles the leading pack type due to their versatility and sustainability

Speciality cosmetic containers growing due to the consumer preference for aesthetic designs

The 250ml pack is the leading size in men's grooming due to its portability and adequate quantity

PROSPECTS AND OPPORTUNITIES

PET bottles to lose share to more sustainable and eco-friendly packaging solutions

Sustainability will continue gaining in importance over the forecast period

Beauty and Personal Care 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/beauty-and-personal-care-packaging-in-italy/report.