



**Euromonitor
International**

Home Care Packaging in Italy

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

PET gaining share in Italian laundry care
Smaller pack sizes are becoming more popular in Italian air care
Plastic pouches capturing share in dishwashing packaging in Italy

PROSPECTS AND OPPORTUNITIES

Plastic pouches expected to continue gaining share in dishwashing
Sustainability becoming ever more important in home care packaging

Home 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/home-care-packaging-in-italy/report.