



**Euromonitor
International**

Sweet Spreads Packaging in Italy

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Honey sees a shift in packaging due to pricing and sustainability

Smaller pack sizes become increasingly popular in chocolate spreads due to portion control

Brands experiment with packaging in nut and seed based spreads to stand out on shelves

PROSPECTS AND OPPORTUNITIES

High cost of honey to be countered by affordable pack types

Mid-sized pack sizes expected to grow in jams and preserves

Sweet Spreads 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/sweet-spreads-packaging-in-italy/report.