



**Euromonitor  
International**

# Plant-Based Dairy Packaging in Italy

July 2024

Table of Contents

## Plant-Based Dairy Packaging in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Packaging provides marketing opportunities for brands to stand out

Brick liquid cartons dominates plant-based dairy packaging

Brands use smaller pack sizes to allow consumers to experiment with different products

#### PROSPECTS AND OPPORTUNITIES

Dream Farm chooses thin wall plastic containers for its almond-based cheese

100ml and 1,000ml pack sizes expected to grow, for different reasons

## Plant-Based Dairy 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.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/plant-based-dairy-packaging-in-italy/report](https://www.euromonitor.com/plant-based-dairy-packaging-in-italy/report).