



Euromonitor  
International

# Meals and Soups Packaging in Italy

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Thin wall plastic containers and stand-up pouches gain traction in ready meals due to the convenience offered

Plastic pouches increase in popularity for chilled soup

Thin wall plastic containers gains traction for prepared salads, due to ease of on-the-go consumption

#### PROSPECTS AND OPPORTUNITIES

Rising demand for chilled lunch kits will boost flexible aluminium/plastic packaging in particular

Larger pack sizes expected to become more popular for pizza in the forecast period

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