

# Packaging Industry in Italy

<https://marketpublishers.com/r/P74485FB8D9EN.html>

Date: January 2023

Pages: 49

Price: US\$ 2,100.00 (Single User License)

ID: P74485FB8D9EN

## Abstracts

When the COVID-19 pandemic arrived in Italy in 2020, it brought about radical shifts in consumer behaviour and forced manufacturers to respond to these changes. In 2021, particularly in the second half of the year, as the success of Italy's vaccination programme allowed consumers' lives to return to normal, some of these changes were reversed. However, some of them persisted and are expected to continue being seen throughout the forecast period as well.

Euromonitor International's Packaging in Italy report offers insight into key trends and developments in the industry. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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