

# Packaging Industry in Italy

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## Abstracts

In 2022, the main trend in the packaging industry in Italy was a strong emphasis on sustainable and eco-friendly packaging solutions. Italy, like many countries, is experiencing growing concerns about environmental issues, prompting a shift in consumer preferences and government regulations towards more sustainable practices. As a result, brands were increasingly driven to shape their packaging by adopting eco-conscious materials, reducing packaging waste and embracing recyclable or biodegradabl...

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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### **2022 KEY TRENDS**

Brands focus on folding cartons as they are flexible and recyclable  
Consumers tend to prefer smaller pack sizes for their convenience  
Zai Urban launches wine in metal beverage cans to cater to consumer demands  
Durability is one of the main reasons why PET bottles are used by BPC brands  
Brands are focusing on HDPE bottles as they are biodegradable and recyclable

### **PACKAGING LEGISLATION**

New regulation regrading labelling requirements is set to influence wine producers

### **RECYCLING AND THE ENVIRONMENT**

Leading brands are investing in recyclable packaging to align with the sustainability trend

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