

Alcoholic Drinks Packaging in Italy

September 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Metal beverage cans gaining share in RTDs

Digital packaging information in Italy becomes mandatory

The 330ml size becomes the leading pack in alcoholic drinks in 2022

PROSPECTS AND OPPORTUNITIES

Bag in box is expected to eat into the share of glass bottles due to its convenience

Sustainable developments continue to be seen in alcoholic drinks packaging

Alcoholic Drinks Packaging in Italy - Company Profiles

Packaging Industry in Italy - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

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 regarding 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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