

# Hot Drinks Packaging in Italy

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lavazza launches carbon-neutral aluminium coffee pod capsules

The rise of coffee bags in innovative packaging formats

Rising popularity of coffee pads thanks to their convenience and versatility

#### PROSPECTS AND OPPORTUNITIES

Folding cartons will remain the most popular pack type  
in Italian soft drinks

Sustainability a growing trend in hot drinks packaging

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