

Soft Drinks Packaging in Italy

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers increasingly looking for convenience and portability in bottled water Glass bottles gaining share in RTD tea Leading sustainability initiatives in Italy's beverage industry driving innovations

PROSPECTS AND OPPORTUNITIES

PET bottles will continue to be the favoured pack type in Italian soft drinks Sustainable packaging is the way forward in Italy

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 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-packaging-in-italy/report.