

Beauty and Personal Care Packaging in Italy

June 2023

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Beauty and Personal Care Packaging in Italy - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Speciality cosmetic containers still the main pack type in colour cosmetics in 2022

The 50ml pack size increases its share in beauty and personal care products in 2022

Enzyme-based packaging bottle for beauty packaging from L'Oréal's Biotherm

PROSPECTS AND OPPORTUNITIES

Dove's dilute-at-home formula in refillable bottles a sustainable alternative

Sustainability will continue gaining in importance over the forecast period

Beauty and Personal Care 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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