

Dairy Packaging in Italy

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Plastic pouches sees an increase for packaging cheese due to affordability
Shaped liquid cartons are preferred for flavoured milk drinks to attract consumers
Flexible paper becomes more popular for butter due to the convenience offered

PROSPECTS AND OPPORTUNITIES

Popularity of goat milk to positively impact its pack types
Focus on sustainability expected to impact different pack types

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