

Plant-Based Dairy Packaging in Italy

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Packaging provides marketing opportunities for brands to stand out

Brick liquid cartons dominates plant-based dairy packaging

Brands use smaller pack sizes to allow consumers to experiment with different products

PROSPECTS AND OPPORTUNITIES

Dream Farm chooses thin wall plastic containers for its almond-based cheese

100ml and 1,000ml pack sizes expected to grow, for different reasons

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