

# Home Care Packaging in Italy

April 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Eco-friendly packaging gains further momentum in detergents in 2022  
Italian brands design unconventional packaging with innovative reusability  
Smaller pack sizes gaining momentum in home care in Italy in 2022

### PROSPECTS AND OPPORTUNITIES

Plastic pouches expected to continue gaining share in dishwashing  
Sustainability becoming ever more important in home care packaging

## Home 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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