

Baby Food Packaging in Italy

September 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumer focus on home-cooked baby food is impacting dried food packaging sales

Milk formula declining against a backdrop of falling birth rates and increasing breastfeeding

Brands tend to prefer durable and safe pack types for liquid milk formula

PROSPECTS AND OPPORTUNITIES

Growing preference for on-the-go consumption will boost demand for PET bottles and plastic pouches

Milk formula will continue to decline over the forecast period

Baby Food 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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