



**Euromonitor
International**

Alcoholic Drinks Packaging in Italy

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Italian alcoholic drinks packaging returns to positive growth in 2025, as lightweight glass reshapes the wine bottle

INDUSTRY PERFORMANCE

Glass bottles dominate a wine- and spirits-led market

Paper-based containers shows strongest growth, followed by rigid plastic and metal

Lightweight glass and the EU packaging regulations drive the sustainability agenda

WHAT'S NEXT?

Broadly flat volumes to 2030, as dominant glass eases and smaller formats gain

Lightweight glass, recycled content, and cans define the priority opportunities

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-packaging-in-italy/report.