



Hot Drinks Packaging in Italy

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Growth across key formats reflects premiumisation and sustainability-driven packaging investment in Italy

INDUSTRY PERFORMANCE

Paper-based containers and rigid plastic lead volume growth as premiumisation reshapes the Italian market

Rigid plastic growth accelerates as thin-wall containers benefit from premiumisation and sustainability trends

Packaging regulation intensifies pressure on recyclability, transparency and material selection

WHAT'S NEXT?

Continued volume growth forecast as premiumisation and the sustainable packaging transition support demand

Mono-material flexible formats and recyclable rigid packaging represent the priority investment areas

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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