



**Euromonitor
International**

Soft Drinks Packaging in Italy

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Volumes edge up as glass and metal advance, while the EU Packaging and Packaging Waste Regulation sets the regulatory horizon

INDUSTRY PERFORMANCE

Rigid plastic retains its lead as total soft drinks packaging volumes edge up in 2025

Glass leads growth on premiumisation, while metal cans gain on recycled aluminium and on-the-go demand

EU Packaging and Packaging Waste Regulation sets a recyclability and recycled-content horizon for PET bottles and cans

WHAT'S NEXT?

Soft drinks packaging volumes set to remain broadly flat to 2029 as PET holds firm and glass outpaces

Strategic priorities: high-rPET PET, recyclable single-material design and premium glass

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