Euromonitor International

Beauty and Personal Care Packaging in Italy

September 2026

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Beauty and Personal Care Packaging in Italy - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Italian beauty and personal care packaging edges up in 2025, as refill and recyclability initiatives reshape the format mix

INDUSTRY PERFORMANCE

Rigid plastic anchors a mature market as HDPE bottles and squeezable tubes steady volumes
Glass and metal grow fastest as premium bottles and aerosols gain share
CONAI eco-modulation and the new EU packaging regulation intensify the sustainability agenda

WHAT'S NEXT?

Marginal growth to 2030 led by premiumisation, glass and refillable formats
Recycled content, refillable systems, and mono-material design define the priority opportunities

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Beauty and Personal Care Packaging in Italy - Company Profiles

Packaging Industry in Italy - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
Recycled content and lighter formats reshape Italian food packaging
Recycled PET and premium glass lead non-alcoholic drinks packaging
Lightweight glass redefines the Italian wine bottle
Refill and recyclability reshape beauty and personal care packaging
Flexible refill formats and recyclable mono-material lead home care packaging
Pouches and squeezable tubes drive pet food packaging

PACKAGING LEGISLATION

EU packaging rules drive recyclable and recycled-content packaging
CONAI eco-modulation rewards recyclable packaging
E-commerce packaging rules target reduced empty space

RECYCLING AND THE ENVIRONMENT

Italy's consortium system underpins high packaging recovery
Recycled content and lightweighting advance the circular shift

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