



**Euromonitor
International**

Home Care Packaging in Italy

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Italy home care packaging was flat in 2025 as recycled content, refill pouches and recyclable mono-material reshaped the mix

INDUSTRY PERFORMANCE

Rigid plastic dominates a mature market as HDPE and PET bottles anchor laundry, dishwashing and surface care

Flexible packaging grows fastest as refill pouches and recyclable mono-material films gain ground

CONAI eco-modulation and the EU PPWR bolster the recyclability agenda

WHAT'S NEXT?

Flat-to-declining volumes through 2030 as concentration, tablets and lightweighting temper demand

Recycled content, mono-material trigger sprays and refill systems define the priority opportunities

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