

Confectionery Packaging in Italy

September 2023

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Players increasingly focusing on sustainable pack types in confectionery packaging

Composite containers gaining popularity in boxed assortments

Weak demand for countlines is impacting packaging solution developments

PROSPECTS AND OPPORTUNITIES

Concerns about plastic waste will impact flexible plastic usage in confectionery

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Confectionery Packaging in Italy - Company Profiles

Packaging Industry in Italy - Industry Overview

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2022 key trends

Brands focus on folding cartons as they are flexible and recyclable

Consumers tend to prefer smaller pack sizes for their convenience

Zai Urban launches wine in metal beverage cans to cater to consumer demands

Durability is one of the main reasons why PET bottles are used by BPC brands

Brands are focusing on HDPE bottles as they are biodegradable and recyclable

PACKAGING LEGISLATION

New regulation regarding labelling requirements is set to influence wine producers

RECYCLING AND THE ENVIRONMENT

Leading brands are investing in recyclable packaging to align with the sustainability trend

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