

# Dairy Packaging in Italy

September 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Flexible aluminium/paper gaining share in butter and spreads due to its sustainability

Brands tend to use lightweight and convenient pack types for cheese

HDPE bottles gaining share in yoghurt packaging as they are easy to use

### PROSPECTS AND OPPORTUNITIES

Glass jars to see dynamic growth in yoghurt

Smaller packs to gain share in drinking milk products but 1,000ml size will continue to be most heavily used

## Dairy Packaging in Italy - Company Profiles

## Packaging Industry in Italy - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

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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