

Ready Meals Packaging in Italy

June 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Stockpiling drives growth in frozen products in 2020, but demand cools again in 2021

Paper-based containers fit with the sustainability trend

Microwave cooking drives demand for thin wall plastic containers

PROSPECTS AND OPPORTUNITIES

Prepared salads expected to see the most dynamic growth

Metal food cans losing out to transparent pack types

Ready Meals Packaging in Italy - Company Profiles

Packaging Industry in Italy - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2021: The big picture

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Manufacturers likely to respond to growing awareness of sustainability

Post-COVID-19 foodservice revival affects hot and cold drinks differently

Alcoholic drinks manufacturers respond to growing awareness of sustainability

Lifting of COVID-19 restrictions provides a boost to fragrances and sun care

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Postponement of implementation of EU plastic tax

Italy adopts EU's Single-Use Plastic Directive, with modifications

RECYCLING AND THE ENVIRONMENT

Coca-Cola introduces KeelClip multipack technology

New National Strategy for the circular economy

Table 1 - Overview of Packaging Recycling and Recovery in Italy: 2019/2020 and Targets for 2021

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