

Processed Fruit and Vegetables Packaging in Italy

September 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

The metal food can is still the leading pack type in processed fruit and vegetables

Brands tend to use pack types that are convenient as well as protective

Shelf stable beans return to positive growth in 2022

PROSPECTS AND OPPORTUNITIES

Glass to take share from metal thanks to its transparency and sustainability credentials

Brick liquid cartons expected to gain ground in shelf stable tomatoes

Processed Fruit and Vegetables 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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