Euromonitor International

Processed Meat, Seafood and Alternatives To Meat Packaging in Italy

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Processed Meat, Seafood and Alternatives To Meat Packaging in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Flat protein volumes mask a plastic-base re-engineering as salumi brands lean on fibre trays

INDUSTRY PERFORMANCE

Trays and films sustain a rigid-plastic-led protein aisle
Salumi brands cut plastic and lean on fibre trays
Glass, pouches and recycled film round out the mix

WHAT'S NEXT?

Recycled-content trays and fibre drive marginal growth
Pouches and fibre trays open premium and chilled opportunities

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Processed Meat, Seafood and Alternatives To Meat Packaging in Italy - Company Profiles

Packaging Industry in Italy - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
Recycled content and lighter formats reshape Italian food packaging
Recycled PET and premium glass lead non-alcoholic drinks packaging
Lightweight glass redefines the Italian wine bottle
Refill and recyclability reshape beauty and personal care packaging
Flexible refill formats and recyclable mono-material lead home care packaging
Pouches and squeezable tubes drive pet food packaging

PACKAGING LEGISLATION

EU packaging rules drive recyclable and recycled-content packaging
CONAI eco-modulation rewards recyclable packaging
E-commerce packaging rules target reduced empty space

RECYCLING AND THE ENVIRONMENT

Italy's consortium system underpins high packaging recovery
Recycled content and lightweighting advance the circular shift

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-packaging-in-italy/report.