

Processed Meat and Seafood Packaging in Italy

September 2023

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Processed Meat and Seafood Packaging in Italy - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Durability is a major factor why thin wall plastic containers are being increasingly used by brands

Flexible plastic and plastic pouches gaining share in chilled processed seafood thanks to their convenience

Blister and strip packs continue their rapid emergence in chilled processed meat

PROSPECTS AND OPPORTUNITIES

Cost-effectiveness is expected to drive the usage of thin wall plastic containers

Sustainability concerns are likely to impact the usage of metal food cans

Processed Meat and Seafood 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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