

# Plant-Based Dairy Packaging in Italy

September 2023

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## Plant-Based Dairy Packaging in Italy - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Lightweight pack types are preferred for plant-based dairy products

Brick liquid cartons are an ideal choice for plant-based milk as they are eco-friendly

Thin wall plastic containers popular in yoghurt for their resealability

#### PROSPECTS AND OPPORTUNITIES

Sustainability is likely to be a driving factor in plant-based dairy packaging

Smaller pack sizes are set to be in demand as they are affordable and convenient

## Plant-Based 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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