

Meals and Soups Packaging in Italy

September 2023

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Meals and Soups Packaging in Italy - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sustainability concerns are impacting the usage of flexible plastic in chilled pizza

Pack types that help in the preservation of chilled soup are preferred by consumers

Metal food cans losing out to transparent pack types

PROSPECTS AND OPPORTUNITIES

Rising demand for chilled lunch kits will provide a boost for flexible aluminium/plastic and thin wall plastic containers

Strong prepared salads growth will boost sales of flexible plastic and thin wall plastic containers

Meals and Soups 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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