



Alcoholic Drinks Packaging in Italy

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shaped liquid cartons in wine the most dynamic pack type in Italian alcoholic drinks
Glass bottles dominate but cans gaining share in Italian alcoholic drinks packaging in 2024
Innovations in sustainable and premium wine packaging in Italy

PROSPECTS AND OPPORTUNITIES

Tourism, regulation and premium demand will shape the Italian alcoholic drinks packaging market in the coming years
Shift from glass bottles to metal cans and growth of mid-sized pack formats

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Shift to paper-based packs and smaller sizes in food packaging
Rise of rPET, aluminium cans and eco-friendly alternatives in Italy's beverage packaging
Growth of cans and sustainable packaging in Italy's alcoholic drinks
Refill pouches and recyclable materials drive beauty packaging in 2024
Rise of refillable pouches and PET jars in Italy's home care packaging
Flexible packaging leads pet food trends

PACKAGING LEGISLATION

EU packaging rules will drive the usage of recyclable and sustainable packaging
EPR fee adjustments in Italy to promote recyclable packaging
Ecommerce packaging rules 2026 for reduced empty space

RECYCLING AND THE ENVIRONMENT

Italy is a European leader in bioplastics recycling and circular economy innovation
Italy achieves 97% recycling coverage through CONAI partnerships
PFAS-free seaweed packaging a sustainable alternative to forever chemicals
Table 1 - Overview of Packaging Recycling and Recovery in Italy: 2022/2023 and Targets for 2024

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