



Hot Drinks Packaging in Italy

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hot drinks packaging in Italy shifts towards rigid plastic and pouches amidst sustainability push and changing consumer habits
Innovative individually wrapped coffee bags offer convenience while maintaining freshness and flavour
125g pack size maintains its lead in hot drinks packaging as consumers seek convenience, affordability, and sustainability

PROSPECTS AND OPPORTUNITIES

Hot drinks packaging volumes in Italy set to rise, driven by out-of-home demand and sustainability
Folding cartons set to drive growth in hot drinks packaging in Italy as sustainability and consumer preferences evolve

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Hot Drinks Packaging in Italy - Company Profiles

Packaging Industry in Italy - Industry Overview

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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