



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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Alcoholic Drinks Packaging in Italy - Company Profiles

Packaging Industry in Italy - Industry Overview

EXECUTIVE SUMMARY

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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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