



Euromonitor  
International

# Alcoholic Drinks Packaging in Italy

October 2025

Table of Contents

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

DISCLAIMER

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

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/alcoholic-drinks-packaging-in-italy/report](http://www.euromonitor.com/alcoholic-drinks-packaging-in-italy/report).