



Euromonitor
International

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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- **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/hot-drinks-packaging-in-italy/report.