



# Soft Drinks Packaging in Italy

July 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Italy sees a decline in soft drinks packaging volumes and a move to affordability, driven by cost-of-living pressures

Italy advances in PET recycling and sustainable soft drinks packaging in response to EU directives

Italy's soft drinks packaging evolves towards sustainability and innovation

#### PROSPECTS AND OPPORTUNITIES

Italy's soft drinks packaging volumes set to remain stagnant due to health trend and sustainability

PET bottles set to gain share in soft drinks packaging, driven by move to rPET and regulatory compliance

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