



Soft Drinks Packaging in Italy

July 2025

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Soft Drinks Packaging in Italy - Category analysis

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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Soft 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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