



**Euromonitor
International**

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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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-packaging-in-italy/report.