



# Beauty and Personal Care Packaging in Italy

October 2025

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## Beauty and Personal Care Packaging in Italy - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Market expansion, consumer variety and regulatory pressure driving growth in packaging volumes

Martom Deluxe Hair Code and In Aéras blend sustainability with symbolism

HDPE bottles the leading pack type due to their versatility and sustainability

#### PROSPECTS AND OPPORTUNITIES

Growing packaging demand will be driven by premiumisation, refills and expanding product ranges

Competitive advantage will shift towards eco-friendly packaging and agile supply chain control

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## Beauty and Personal Care 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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