

Beauty and Personal Care Packaging in Italy

October 2025

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-initaly/report.