



Euromonitor  
International

# Confectionery Packaging in Italy

September 2025

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## Confectionery Packaging in Italy - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Pack size and type preferences drive confectionery packaging's growth in Italy

Eco-friendly and smart pack types reshape confectionery packaging in Italy

E-commerce demand helps shape confectionery packaging in 2024

#### PROSPECTS AND OPPORTUNITIES

Rising demand for portable and eco-friendly packs to shape confectionery packaging over the forecast period

On-the-go and premium trends to drive innovation in confectionery packaging

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## Confectionery 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/confectionery-packaging-in-italy/report](http://www.euromonitor.com/confectionery-packaging-in-italy/report).