



**Euromonitor
International**

Confectionery Packaging in Italy

September 2025

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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

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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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