



# Packaging Industry in Italy

January 2026

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2024 key trends

Shift to paper-based packs and smaller sizes in food packaging

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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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