



**Euromonitor
International**

Processed Fruit and Vegetables Packaging in Italy

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Detailed information on packaging has become a norm, meeting consumer demand

Convenience and quality increasingly prioritised for shelf stable beans packaging

750g pack size grows for frozen fruit as it is cost-effective and sustainable

PROSPECTS AND OPPORTUNITIES

Glass jars expected to grow for packaging shelf stable vegetables, due to perception of quality, and transparency

Smaller pack types to gain share in processed fruit and vegetables

Processed Fruit and Vegetables Packaging in Italy - Company Profiles

Packaging Industry in Italy - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Smaller pack size formats are gaining traction for food on account of affordability

Consumers preferring smaller pack sizes for on-the-go consumption

Glass bottle share shrinks in alcoholic drinks but it remains a key pack type thanks to its premium appeal

HDPE bottles are popular for beauty and personal care products packaging as they are durable

PET bottles a prominent pack type in home care products

PACKAGING LEGISLATION

Environmental labelling for packaging mandatory in Italy

Digital packaging information in alcoholic drinks is mandatory in Italy

RECYCLING AND THE ENVIRONMENT

Disposal instruction mandatory in Italy since 2020

Table 1 - Overview of Packaging Recycling and Recovery in Italy: 2021/2022 and Targets for 2023

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-italy/report.