



**Euromonitor
International**

Processed Meat and Seafood Packaging in Italy

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Changes in consumer preference cause shifts in packaging for processed seafood
Blister and strip packs emerge for single-serve packs of meat and seafood substitutes
Thin wall plastic containers preferred in the retail e-commerce channel due to durability

PROSPECTS AND OPPORTUNITIES

Shelf stable seafood sees packaging innovation for convenience
Smaller packs to see growth due to rise in small, and health-conscious households

Processed Meat and Seafood 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-meat-and-seafood-packaging-in-italy/report.