



Plant-Based Dairy Packaging in Italy

September 2025

Table of Contents

Plant-Based Dairy Packaging in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising consumer demand spurs innovation in Italy's plant-based dairy packaging

Differentiating plant-based from traditional dairy packaging in Italy

Innovative and sustainable packaging advances Italy's plant-based dairy space

PROSPECTS AND OPPORTUNITIES

Strong outlook for plant-based dairy packaging volumes in Italy

Changing popularity of pack types and sizes to shape Italy's plant-based dairy packaging

DISCLAIMER

Plant-Based Dairy 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

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/plant-based-dairy-packaging-in-italy/report.