



Meals and Soups Packaging in Italy

September 2025

Table of Contents

Meals and Soups Packaging in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for meals and soups packaging in Italy driven by evolving consumer lifestyles
Budget-conscious and at-home eating habits drive diverging pack type and size trends
Sustainability and smart technology drive packaging innovations in Italy

PROSPECTS AND OPPORTUNITIES

Convenience, sustainability and innovation to shape meals and soups packaging's future growth
Shifting pack sizes reflect consumer preferences in meals and soups packaging

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Meals and Soups 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

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