



Euromonitor
International

Beauty and Personal Care Packaging in Italy

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Market expansion, consumer variety and regulatory pressure driving growth in packaging volumes
Martom Deluxe Hair Code and In Aéras blend sustainability with symbolism
HDPE bottles the leading pack type due to their versatility and sustainability

PROSPECTS AND OPPORTUNITIES

Growing packaging demand will be driven by premiumisation, refills and expanding product ranges
Competitive advantage will shift towards eco-friendly packaging and agile supply chain control

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