



**Euromonitor
International**

Dairy Packaging in Italy

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sustainability and convenience shape Italy’s expanding dairy packaging space
- Lactalis drives dairy packaging innovation in Italy
- Changing popularity of pack types and sizes shapes Italy’s dairy packaging

PROSPECTS AND OPPORTUNITIES

- Future growth of dairy packaging in Italy driven by convenience and sustainability
- Shifting preferences in pack sizes and pack types set to reshape dairy packaging

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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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