



**Euromonitor  
International**

# Processed Fruit and Vegetables Packaging in Italy

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Health and sustainability trends drive pack type demand in Italy
- Innovation revitalises processed fruit and vegetables packaging in Italy
- Weather-driven supply challenges spark sustainable packaging shifts in Italy

PROSPECTS AND OPPORTUNITIES

- Future growth in packaged produce set to be shaped by health trends and eco innovation
- Shifting pack types and sizes to propel processed fruit and vegetables 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-italy/report](http://www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-italy/report).