

# Dairy Packaging in Italy

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Plastic pouches sees an increase for packaging cheese due to affordability  
Shaped liquid cartons are preferred for flavoured milk drinks to attract consumers  
Flexible paper becomes more popular for butter due to the convenience offered

#### PROSPECTS AND OPPORTUNITIES

Popularity of goat milk to positively impact its pack types  
Focus on sustainability expected to impact different pack types

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