

# Sweet Spreads Packaging in Italy

September 2023

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## Sweet Spreads Packaging in Italy - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Positive growth for sweet spreads in 2022 following the year-earlier decline

Glass jars most popular pack type in chocolate spreads due to their impermeability and transparency

Lighter and easy-to-use pack types gaining ground in honey packaging

#### PROSPECTS AND OPPORTUNITIES

Honey packaging to see growth over the forecast period, but glass jars will be in decline

Premium appeal of glass jars is likely to maintain demand for this pack type in sweet spreads

## Sweet Spreads Packaging in Italy - Company Profiles

## Packaging Industry in Italy - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Brands focus on folding cartons as they are flexible and recyclable

Consumers tend to prefer smaller pack sizes for their convenience

Zai Urban launches wine in metal beverage cans to cater to consumer demands

Durability is one of the main reasons why PET bottles are used by BPC brands

Brands are focusing on HDPE bottles as they are biodegradable and recyclable

### PACKAGING LEGISLATION

New regulation regarding labelling requirements is set to influence wine producers

### RECYCLING AND THE ENVIRONMENT

Leading brands are investing in recyclable packaging to align with the sustainability trend

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