

**Alcoholic Drinks Packaging in Brazil**

Market Direction | 2023-08-23 | 9 pages | Euromonitor

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**Report description:**

Although they face stiff competition from glass bottles, metal beverage cans continued to gain share as a pack type for lager in 2022. This is because metal beverage cans are lightweight and easy to handle, making them convenient for on-the-go consumption. They provide secure and protective packaging for lager and are less prone to breakage than glass bottles, reducing the risk of accidents during transportation, storage or handling. Metal beverage cans also have excellent cooling properties, al...

Euromonitor International's Alcoholic Drinks Packaging in Brazil report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Alcoholic Drinks Packaging market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Metal beverage can pack type continues gaining share in lager in Brazil

Campo Largo joins the growing trend of packaging wine in aluminium cans in Brazil

The 350ml pack size is the most popular for alcoholic drinks

#### PROSPECTS AND OPPORTUNITIES

Bag-in-box is expected to grow more popular as a pack type for wine

Sol launches glass bottle that reveals messages in sunlight

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