

Baby Food Packaging in Brazil

Market Direction | 2023-09-20 | 8 pages | Euromonitor

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Report description:

The growth of milk formula packaging in the baby food industry in Brazil is due to an increase in demand for milk formula as a convenient alternative to breastfeeding, which is driving the need for reliable packaging solutions for this product. Milk formula packaging offers convenience and portability for parents, allowing for on-the-go feeding and easy storage. The packaging plays a vital role in ensuring product safety and freshness by providing a protective barrier against external elements.

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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

Only milk formula packaging is growing in baby food in 2022

Metal tins are a popular pack type in Brazil's baby food packaging

Plastic pouches see substantial growth in 2022

PROSPECTS AND OPPORTUNITIES

Plastic pouches expected to continue gaining share in baby food packaging

Eco-conscious consumers expected to drive growth in sustainable packaging solutions

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