

Home Care Packaging in Brazil

Market Direction | 2023-04-25 | 8 pages | Euromonitor

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Report description:

Sustainability and environmental concerns are becoming increasingly important in Brazil's home care market - from the production chain to the disposal of the products after usage. According to Euromonitor International's Voice of the Consumer: Lifestyles Survey with regard to the importance of green labels/values, 42% of consumers in Brazil agree they are worried about climate change, while 49% say they try to have a positive impact on the environment through their everyday actions. Home care pl...

Euromonitor International's Home Care Packaging in Brazil report offers insight into key trends and developments driving packaging across the category.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home Care 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Home Care Packaging in Brazil

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List Of Contents And Tables

HOME CARE PACKAGING IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sustainable packaging continues gaining share in 2022

Smart labels like QR codes digitise ordinary home care packaging

High inflation rates prompting switch to refill packs in liquid detergents

PROSPECTS AND OPPORTUNITIES

Players like Unilever continue to invest in recyclable plastic packaging

Players are reducing pack sizes to cope with inflation

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