

## Packaging Industry in Brazil

Market Direction | 2024-02-02 | 40 pages | Euromonitor

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### Report description:

In Brazil, 2022 saw significant developments in the packaging industry, driven by changing consumer behaviour and environmental concerns. With the post-pandemic shift towards on-the-go consumption, convenience and portability becoming key considerations for consumers, this boosted demand for compact and lightweight packaging solutions, such as PET bottles, metal beverage cans and flexible packaging. PET bottles are popular due to their lightweight nature, recyclability and durability. These bott...

Euromonitor International's Packaging in Brazil report offers insight into key trends and developments in the industry. 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.

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

### Why buy this report?

- \* Get a detailed picture of the 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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#### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Metal food cans remain popular for food packaging thanks to their durability

Top non-alcoholic drinks players invest in PET bottles to attract consumers

Sustainability efforts from brands lead to the usage of fibre bottles in alcoholic drinks

L'Oreal introduces hair care products in eco-friendly packaging in Brazil

Smaller pack sizes gaining ground in home care thanks to their convenience

#### PACKAGING LEGISLATION

Reverse packaging law passed in 2022 helping to reducing plastic waste in Brazil

#### RECYCLING AND THE ENVIRONMENT

Brands focused on sustainable packaging solutions to reduce carbon footprint

Table 1 Overview of Packaging Recycling and Recovery in Brazil: 2020/2021 and Targets for 2022

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