

Meals and Soups Packaging in Brazil

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

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Report description:

Frozen ready meals, the biggest category in Brazilian meals and soups packaging in unit volume terms, continued to grow in 2022. This was attributed to the increasing demand for convenient and time-saving meal solutions. With changing lifestyles and urbanisation, consumers are seeking quick and easy meal options that require minimal preparation. In addition, the rise of single-person households, the availability of a wide variety of meal options and improvements in the quality and taste of froz...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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MEALS AND SOUPS PACKAGING IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Frozen ready meals grow in meals and soups packaging in Brazil

Flexible aluminium/plastic packaging is the preferred pack type in Brazil

The 600g pack is the most popular size in meals and soups packaging

PROSPECTS AND OPPORTUNITIES

Folding cartons to gain share over the forecast period

Growing environmental concerns shift consumers to more eco-friendly products

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