

Alcoholic Drinks Packaging in Brazil

Market Direction | 2024-09-19 | 9 pages | Euromonitor

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Report description:

Beer continued to overwhelmingly dominate total packaging volumes for alcoholic drinks in retail in Brazil in 2023. In this year, metal beverage cans remained the most popular pack type in domestic lager, accounting for nearly 90% of total packaging retail volumes. The popularity of this pack type is driven by its durability, portability, and cost-effectiveness, making it ideal for on-the-go consumption, especially during social events. Brands such as Skol and Brahma, under AB InBev, leveraged t...

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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ALCOHOLIC DRINKS PACKAGING IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal beverage cans and glass bottles go head-to-head across lager categories

Glass bottles and folding cartons lead premium spirits

Larger pack sizes preferred in brandy and cognac, and rum

PROSPECTS AND OPPORTUNITIES

Growth of metal beverage cans and glass bottles in non/low alcohol beer

Expansion of composite containers and folding cartons in spirits, and bag in box in wine

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