

Confectionery Packaging in Brazil

Market Direction | 2024-07-03 | 8 pages | Euromonitor

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Report description:

Flexible plastic continues to be the preferred packaging material for confectionery products in Brazil, utilised extensively by the leading players in this category. This material's versatility is crucial in accommodating various portion sizes, making it ideal for a wide range of candies and treats. The cost-effectiveness of flexible plastic allows manufacturers to maintain competitive pricing, while offering appealing packaging.

Euromonitor International's Confectionery 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: Chocolate Confectionery, Gum, Sugar Confectionery.

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

Why buy this report?

- * Get a detailed picture of the Confectionery 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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CONFECTIONERY PACKAGING IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the dominant pack type in confectionery in Brazil

Folding cartons gaining share in the packaging of boxed assortments

The 45g pack size maintains its dominance in the packaging of chocolate pouches and bags

PROSPECTS AND OPPORTUNITIES

Paper-based trays expected to see increasing usage in countlines

Sustainable and eco-friendly packaging to gain momentum in confectionery products

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