

Home Care Packaging in Brazil

Market Direction | 2024-07-18 | 8 pages | Euromonitor

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Report description:

Having already taken over from metal tins as the main pack type in gel air fresheners in Brazil over the review period, PET jars continued to gain share in 2023. PET jars have excellent barrier properties that help retain the fragrance of the freshener, preventing the diffusion of the volatile compounds present in it. PET is a strong and durable material, making it resistant to breaking during transportation and handling of the air fresheners, while also being lightweight and reducing shipping c...

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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HOME CARE PACKAGING IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

PET jars supplant metal tins as the main pack type in gel air fresheners

HDPE bottles preferred for their versatility in laundry care packaging

Players like Unilever continue to invest in recyclable plastic packaging

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to record growth in automatic dishwashing

Metal aerosol cans expected to gain share in oven cleaners packaging

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