

## **Meals and Soups Packaging in Brazil**

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

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### **Report description:**

Plastic pouches, already the preferred packaging solution for dried ready meals in Brazil, continued gaining share in 2023. The growing popularity of this packaging type can be attributed to several key factors. Plastic pouches are known for their ability to maintain product freshness, which is crucial for ensuring the quality and taste of dried ready meals. Their lightweight and flexible nature also makes them cost-effective and convenient for both manufacturers and consumers. For consumers, pa...

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

2023 DEVELOPMENTS

Plastic pouches preferred for the packaging of dried ready meals

Flexible aluminium/plastic dominates dry soup packaging

Folding cartons and flexible plastic dominate packaging of frozen pizza

PROSPECTS AND OPPORTUNITIES

Brick liquid cartons will gain share in the packaging of shelf stable soup

The 220g pack size is expected to see strong growth in dried ready meals

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