



Euromonitor
International

Alcoholic Drinks Packaging in Brazil

September 2024

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Alcoholic Drinks Packaging in Brazil - Category analysis

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

Alcoholic Drinks Packaging in Brazil - Company Profiles

Packaging Industry in Brazil - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal food cans the main packaging in processed fruit and vegetables in Brazil

Flexible packaging leads the way in Brazilian hot drinks

Metal beverage cans and glass bottles competing for share in lager in Brazil

Sustainable packaging takes centre stage in Brazilian bath and shower

Unilever leads the charge in recyclable plastic packaging initiatives in Brazil's home care market

PACKAGING LEGISLATION

New regulations impacting the Brazilian packaging industry in 2023

RECYCLING AND THE ENVIRONMENT

Manufacturers embrace sustainable packaging solutions to enhance circularity

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-packaging-in-brazil/report.