

Beauty and Personal Care Packaging in Brazil

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beauty and personal care packaging growth in Brazil driven by sustainability awareness and demand for convenience Brazilian beauty brand embraces circular economy with 100% renewable plastic packaging Folding cartons the most popular pack type due to their functionality and sustainability

PROSPECTS AND OPPORTUNITIES

Beauty and personal care packaging unit volumes expected to increase, boosted by the use of e-commerce Brazilian environmental policy accelerates sustainable packaging in beauty and personal care packaging

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