



**Euromonitor
International**

Processed Fruit and Vegetables Packaging in Brazil

July 2024

Processed Fruit and Vegetables Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal food cans are the preferred pack type in processed fruit and vegetables
Flexible plastic dominates the packaging of frozen processed potatoes
The 200g pack size is popular among consumers due to its convenient portion control

PROSPECTS AND OPPORTUNITIES

Plastic pouches expected to continue gaining share in the packaging of shelf stable vegetables
Frozen processed potatoes expected to continue recording strong growth

Processed Fruit and Vegetables 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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- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-brazil/report.