Euromonitor International

Processed Meat and Seafood Packaging in Brazil

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed meat and seafood packaging grows, with thin wall plastic containers at the forefront

Sustainability and smart packaging drive innovation in processed meat and seafood in Brazil

Smaller, convenience-focused pack sizes and sustainable innovations reshape processed meat and seafood packaging

PROSPECTS AND OPPORTUNITIES

Convenience, technology, and evolving consumer habits expected to drive continued growth in Brazil's processed meat and seafood packaging volumes

Growth despite supply chain pressures due to evolving packaging strategies

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- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-and-seafood-packaging-in-brazil/report.