



Euromonitor
International

Meals and Soups Packaging in Brazil

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Meals and Soups Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience and health drive growth in meals and soups packaging, with brick liquid cartons and thin wall plastic containers leading the way

Budget-consciousness and at-home consumption drive diverging packaging trends in soup and ready meals

Recent sustainable and smart packaging innovation will have an impact

PROSPECTS AND OPPORTUNITIES

Changing consumer lifestyles and innovation will drive growth in meals and soups packaging volumes

Flexible packaging will still dominate meals and soups packaging in Brazil, driven by convenience and sustainability

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Meals and Soups Packaging in Brazil - Company Profiles

Packaging Industry in Brazil - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Metal cans gain momentum in dairy packaging

Sustainable shift boosts metal cans in soft drinks

Metal beverage cans dominate Brazil's alcoholic drinks market

Beauty and personal care shifts towards folding carton packaging

Laundry detergent sheets in flexible paper packaging disrupt home care in Brazil

Pet food packaging evolves amid humanisation trends

PACKAGING LEGISLATION

Brazil enacts mandatory reverse-logistics system for plastic packaging

Ambitious recycling and reuse targets for 2040

Brazil's proposed "Sin Tax" raises uncertainty for alcoholic beverages

RECYCLING AND THE ENVIRONMENT

Sustainability leads packaging shift with new biopolymer innovations

rPET demand rises as recycling capacity remains underused

Rising regulatory pressure on sustainable food packaging

Table 1 - Overview of Packaging Recycling and Recovery in Brazil: 2022/2023 and Targets for 2024

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