

# Confectionery Packaging in Brazil

September 2023

Table of Contents

## Confectionery Packaging in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Chocolate confectionery continues to outperform sugar confectionery and gum in 2022

Flexible plastic is the dominant pack type in confectionery

Demand for health and wellness products rising due to growing awareness in Brazil

#### PROSPECTS AND OPPORTUNITIES

The 100g pack size is expected to gain share in confectionery packaging over the forecast period

Sustainable and eco-friendly packaging to gain momentum in confectionery products

## Confectionery Packaging in Brazil - Company Profiles

## Packaging Industry in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Metal food cans remain popular for food packaging thanks to their durability

Top non-alcoholic drinks players invest in PET bottles to attract consumers

Sustainability efforts from brands lead to the usage of fibre bottles in alcoholic drinks

L'Oréal introduces hair care products in eco-friendly packaging in Brazil

Smaller pack sizes gaining ground in home care thanks to their convenience

### PACKAGING LEGISLATION

Reverse packaging law passed in 2022 helping to reducing plastic waste in Brazil

### RECYCLING AND THE ENVIRONMENT

Brands focused on sustainable packaging solutions to reduce carbon footprint

Table 1 - Overview of Packaging Recycling and Recovery in Brazil: 2020/2021 and Targets for 2022

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