

Sweet Spreads Packaging in Brazil

September 2023

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Sweet Spreads Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Jams and preserves packaging records the strongest growth in Brazil in 2022

Glass jars are the most popular pack type in sweet spreads packaging

The 64g pack is the most popular size among consumers due to its convenience and affordability

PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers are expected to lose share over the forecast period

Strong growth forecast for plastic pouches in nut- and seed-based spreads

Sweet Spreads 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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