

Alcoholic Drinks Packaging in Brazil

August 2023

Table of Contents

Alcoholic Drinks Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Metal beverage can pack type continues gaining share in lager in Brazil
Campo Largo joins the growing trend of packaging wine in aluminium cans in Brazil
The 350ml pack size is the most popular for alcoholic drinks

PROSPECTS AND OPPORTUNITIES

Bag-in-box is expected to grow more popular as a pack type for wine
Sol launches glass bottle that reveals messages in sunlight

Alcoholic Drinks 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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