

# Beauty and Personal Care Packaging in Brazil

June 2023

Table of Contents

## Beauty and Personal Care Packaging in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Flexible paper losing pack type share in bar soap  
New packaging that makes sustainability compatible with comfort  
Metal aerosol cans gain popularity as a convenient pack type

#### PROSPECTS AND OPPORTUNITIES

Leading pack type folding cartons expected to continue growing over the forecast period  
New lipstick packaging design to give more precision

## Beauty and Personal Care 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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