

Ready Meals Packaging in Brazil

June 2022

Table of Contents

Ready Meals Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Strong demand for frozen and chilled pizza drives usage of flexible plastic

Plastic pouches continue gaining ground in shelf stable ready meals

LivUp introduces “green plastic” made from sugar cane in its packaging

PROSPECTS AND OPPORTUNITIES

Further growth expected in ready meals over the forecast period

Metal food cans will continue losing share in ready meals

Ready Meals Packaging in Brazil - Company Profiles

Packaging Industry in Brazil - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2021: The big picture

2021 key trends

Stand-up pouches and metal food cans seeing strong growth in pet food packaging

Flexible plastic remains the dominant pack type in confectionery

New consumption occasions lead to growth in dairy packaging

Sustainability and health trends helping to drive usage of metal beverage cans

Usage of metal beverage cans increasing in beer

Hand sanitiser packaging sales fall in 2021 after the major spike in demand in 2020 and as some consumers find it harsh on the skin

Home care packaging boosted by consumers' heightened hygiene consciousness

PACKAGING LEGISLATION

New update to food contact packaging resolution by Mercosur

INCI labelling remains mandatory for cosmetics packaging with Portuguese translation

RECYCLING AND THE ENVIRONMENT

Sustainability initiatives by major companies

Table 1 - Overview of Packaging Recycling and Recovery in Brazil: 2019/2020 and Targets for 2021

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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