

Beauty and Personal Care Packaging in Brazil

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible paper remains the leading pack type in the major bar soap category Innovations in bath and shower care packaging

HDPE bottles continue to lead hair care packaging

PROSPECTS AND OPPORTUNITIES

Leading pack type folding cartons expected to continue growing over the forecast period Rising popularity of smaller pack sizes in fragrances

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-brazil/report.