



Euromonitor
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Beauty and Personal Care Packaging in Brazil

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Beauty and Personal Care Packaging in Brazil - Category analysis

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

Beauty and Personal Care Packaging in Brazil - Company Profiles

Packaging Industry in Brazil - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal food cans the main packaging in processed fruit and vegetables in Brazil

Flexible packaging leads the way in Brazilian hot drinks

Metal beverage cans and glass bottles competing for share in lager in Brazil

Sustainable packaging takes centre stage in Brazilian bath and shower

Unilever leads the charge in recyclable plastic packaging initiatives in Brazil's home care market

PACKAGING LEGISLATION

New regulations impacting the Brazilian packaging industry in 2023

RECYCLING AND THE ENVIRONMENT

Manufacturers embrace sustainable packaging solutions to enhance circularity

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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.