



**Euromonitor
International**

Dairy Packaging in Brazil

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Brick liquid cartons dominate drinking milk products packaging in Brazil

Thin wall plastic containers the main pack type in yoghurt as well as butter and spreads

Flexible plastic still preferred for the packaging of fresh milk

PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers expected to continue gaining share in cheese

Sustainability concerns will help eco-friendly packaging options to continue developing

Dairy 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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