



# Processed Meat and Seafood Packaging in Brazil

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic the dominant pack type for chilled processed meat in Brazil

Flexible plastic and folding cartons favoured for the packaging of frozen processed meat

Metal food cans dominate packaging of shelf stable meat

#### PROSPECTS AND OPPORTUNITIES

Smaller pack sizes seeing rising usage in the packaging of chilled processed meat

Consumers preferring larger pack sizes for meat and seafood substitutes

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