



Processed Meat and Seafood Packaging in Brazil

July 2024

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Processed Meat and Seafood Packaging in Brazil - Category analysis

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

Processed Meat and Seafood 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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