



Sweet Spreads Packaging in Brazil

July 2024

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Sweet Spreads Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars the most popular format for packaging honey

PET jars dominate the packaging of nut- and seed-based spreads

The 64g pack is the most popular size among consumers due to its convenience and affordability

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes expected to grow in sweet spreads

PET jars expected to gain further share in the packaging of chocolate spreads

Sweet Spreads 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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