



Euromonitor  
International

# Confectionery Packaging in Brazil

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## Confectionery Packaging in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising demand and innovation drive growth in confectionery packaging in Brazil

Innovative sensory and sustainable packaging transforms the landscape

Rising popularity of 180g flexible paper packs impacts confectionery packaging, although rising from a low base

#### PROSPECTS AND OPPORTUNITIES

Convenience set to drive growth in confectionery packaging in Brazil

Growing demand for sustainable confectionery packaging

### DISCLAIMER

## Confectionery Packaging in Brazil - Company Profiles

## Packaging Industry in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Metal cans gain momentum in dairy packaging

Sustainable shift boosts metal cans in soft drinks

Metal beverage cans dominate Brazil's alcoholic drinks market

Beauty and personal care shifts towards folding carton packaging

Laundry detergent sheets in flexible paper packaging disrupt home care in Brazil

Pet food packaging evolves amid humanisation trends

### PACKAGING LEGISLATION

Brazil enacts mandatory reverse-logistics system for plastic packaging

Ambitious recycling and reuse targets for 2040

Brazil's proposed "Sin Tax" raises uncertainty for alcoholic beverages

### RECYCLING AND THE ENVIRONMENT

Sustainability leads packaging shift with new biopolymer innovations

rPET demand rises as recycling capacity remains underused

Rising regulatory pressure on sustainable food packaging

Table 1 - Overview of Packaging Recycling and Recovery in Brazil: 2022/2023 and Targets for 2024

### DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/confectionery-packaging-in-brazil/report](http://www.euromonitor.com/confectionery-packaging-in-brazil/report).