



**Euromonitor
International**

Processed Fruit and Vegetables Packaging in Brazil

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Processed Fruit and Vegetables Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for sustainable and flexible pouch packaging in processed fruit and vegetables

Advanced EPS packaging enhances preservation of fresh produce, and sustainability

Surge in sustainable packaging driven by regulation and consumer demand

PROSPECTS AND OPPORTUNITIES

Processed fruit and vegetables packaging volumes set for continued growth

Flexible packaging and 500g packs set to gain traction in Brazil

DISCLAIMER

Processed Fruit and Vegetables 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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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-brazil/report.