



# Packaging Industry in Argentina

February 2024

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### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic popular in the food industry for its convenient and lightweight nature

PET bottles dominate soft drinks packaging as they are affordable and recyclable

Convenient and portable packaging dominates alcoholic drinks

Smaller pack sizes preferred for beauty and personal care products

Change in consumer behaviour impacts home care packaging

### PACKAGING LEGISLATION

Influence of Mercosur ban impacts dog and cat food packaging

### RECYCLING AND THE ENVIRONMENT

Sustainability concerns see companies innovating in their bottle packaging

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