

Dairy Packaging in Brazil

September 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Health trend helping drive growth in yoghurt packaging in Brazil in 2022
Flexible plastic remains the most popular pack type in cheese in 2022
The 500g pack size is most popular in butter and spreads due to its affordability

PROSPECTS AND OPPORTUNITIES

Drinking milk products expected to grow over the forecast period in Brazil
Sustainability concerns will help eco-friendly packaging options to continue developing

Dairy Packaging in Brazil - Company Profiles

Packaging Industry in Brazil - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Metal food cans remain popular for food packaging thanks to their durability
Top non-alcoholic drinks players invest in PET bottles to attract consumers
Sustainability efforts from brands lead to the usage of fibre bottles in alcoholic drinks
L'Oréal introduces hair care products in eco-friendly packaging in Brazil
Smaller pack sizes gaining ground in home care thanks to their convenience

PACKAGING LEGISLATION

Reverse packaging law passed in 2022 helping to reducing plastic waste in Brazil

RECYCLING AND THE ENVIRONMENT

Brands focused on sustainable packaging solutions to reduce carbon footprint
Table 1 - Overview of Packaging Recycling and Recovery in Brazil: 2020/2021 and Targets for 2022

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