

Processed Fruit and Vegetables Packaging in Brazil

September 2023

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Processed Fruit and Vegetables Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Processed fruit and vegetables packaging continues to record growth in 2022
Metal food cans are the preferred pack type in processed fruit and vegetables
The 200g pack size is popular among consumers due to its convenient portion control

PROSPECTS AND OPPORTUNITIES

Frozen processed potatoes expected to continue recording strong growth
Rising health awareness to boost processed fruit and vegetables growth

Processed Fruit and Vegetables 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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