

Processed Meat and Seafood Packaging in Brazil

September 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Processed meat and seafood packaging continues growing in Brazil in 2022

Flexible plastic is the main pack type in frozen processed seafood

The 56g pack size continues gaining share in frozen processed seafood

PROSPECTS AND OPPORTUNITIES

Declines to slow for plastic pouches, but its performance will remain very subdued

Growing sustainability and environmental consciousness to impact the industry

Processed Meat and Seafood 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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