



# Meals and Soups Packaging in Brazil

September 2023

Table of Contents

## Meals and Soups Packaging in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Frozen ready meals grow in meals and soups packaging in Brazil

Flexible aluminium/plastic packaging is the preferred pack type in Brazil

The 600g pack is the most popular size in meals and soups packaging

#### PROSPECTS AND OPPORTUNITIES

Folding cartons to gain share over the forecast period

Growing environmental concerns shift consumers to more eco-friendly products

## Meals and Soups 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/meals-and-soups-packaging-in-brazil/report](http://www.euromonitor.com/meals-and-soups-packaging-in-brazil/report).