



Home Care Packaging in Brazil

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

PET jars supplant metal tins as the main pack type in gel air fresheners

HDPE bottles preferred for their versatility in laundry care packaging

Players like Unilever continue to invest in recyclable plastic packaging

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to record growth in automatic dishwashing

Metal aerosol cans expected to gain share in oven cleaners packaging

Home Care Packaging in Brazil - Company Profiles

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EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal food cans the main packaging in processed fruit and vegetables in Brazil

Flexible packaging leads the way in Brazilian hot drinks

Metal beverage cans and glass bottles competing for share in lager in Brazil

Sustainable packaging takes centre stage in Brazilian bath and shower

Unilever leads the charge in recyclable plastic packaging initiatives in Brazil's home care market

PACKAGING LEGISLATION

New regulations impacting the Brazilian packaging industry in 2023

RECYCLING AND THE ENVIRONMENT

Manufacturers embrace sustainable packaging solutions to enhance circularity

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