

# Packaging Industry in Brazil

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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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