

# 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

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