



# Packaging Industry in Brazil

February 2024

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### 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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