



**Euromonitor
International**

Beauty and Personal Care Packaging in Brazil

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beauty and personal care packaging growth in Brazil driven by sustainability awareness and demand for convenience
Brazilian beauty brand embraces circular economy with 100% renewable plastic packaging
Folding cartons the most popular pack type due to their functionality and sustainability

PROSPECTS AND OPPORTUNITIES

Beauty and personal care packaging unit volumes expected to increase, boosted by the use of e-commerce
Brazilian environmental policy accelerates sustainable packaging in beauty and personal care packaging

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Beauty and Personal Care Packaging in Brazil - Company Profiles

Packaging Industry in Brazil - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Metal cans gain momentum in dairy packaging
Sustainable shift boosts metal cans in soft drinks
Metal beverage cans dominate Brazil's alcoholic drinks market
Beauty and personal care shifts towards folding carton packaging
Laundry detergent sheets in flexible paper packaging disrupt home care in Brazil
Pet food packaging evolves amid humanisation trends

PACKAGING LEGISLATION

Brazil enacts mandatory reverse-logistics system for plastic packaging
Ambitious recycling and reuse targets for 2040
Brazil's proposed "Sin Tax" raises uncertainty for alcoholic beverages

RECYCLING AND THE ENVIRONMENT

Sustainability leads packaging shift with new biopolymer innovations
rPET demand rises as recycling capacity remains underused
Rising regulatory pressure on sustainable food packaging
Table 1 - Overview of Packaging Recycling and Recovery in Brazil: 2022/2023 and Targets for 2024

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-brazil/report.