

Beauty and Personal Care Packaging in Brazil

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Abstracts

In 2022, bar soap remained the biggest product area in beauty and personal care packaging in Brazil. The main pack type used for bar soap is flexible paper, which accounts for more than half of the packaging unit volumes in this category. However, it was losing share to folding cartons and flexible plastic over much of the review period. As bar soap is susceptible to moisture, flexible plastic and folding cartons provide a higher level of moisture resistance compared to paper. They also offer be...

Euromonitor International's Beauty and Personal Care Packaging in Brazil report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Leading pack type folding cartons expected to continue growing over the forecast period
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