

Chilled Processed Food Packaging in Brazil

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Abstracts

BRF Brasil launched an innovative flexible plastic packaging under its Sadia Soltíssimo brand in August 2014; its key differential being its ability to preserve chilled meat products for longer. The new packaging has exclusive S-Fresh technology, which allows the chilled meat to remain fresh and loose for longer. In this new technology, oxygen (responsible for food spoilage) is replaced by other natural gases that increase the conservation of the product.

Euromonitor International's Chilled Processed Food Packaging in Brazil report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Chilled Fish/Seafood, Chilled Lunch Kits, Chilled Noodles, Chilled Pizza, Chilled Processed Meat, Chilled Ready Meals, Chilled Soup, Chilled/Fresh Pasta, Fresh Cut Fruits, Prepared Salads.

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

Why buy this report?

Get a detailed picture of the Chilled Processed Food 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Trends

Prospects

Amcor Rigid Plastics Brasil in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 1 Amcor Rigid Plastic Brasil: Key Facts

Summary 2 Amcor Rigid Plastic Brasil: Operational Indicators

Company Background

Production

Summary 3 Major End-use Markets for Amcor Rigid Plastics Brasil by Pack Type 2013

Competitive Positioning

Bemis SA in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 4 Bemis SA: Key Facts

Summary 5 Bemis SA: Operational Indicators

Company Background

Production

Summary 6 Major End-use Markets for Bemis by Pack Type 2013

Competitive Positioning

Brasilata SA Embalagens Metálicas in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 7 Brasilata SA Embalagens Metálicas: Key Facts

Summary 8 Brasilata SA Embalagens Metálicas: Operational Indicators

Company Background

Production

Summary 9 Major End-use Markets for Brasilata SA Embalagens Metálicas by Pack Type 2013

Competitive Positioning

Companhia Metalúrgica Prada in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 10 Companhia Metalúrgica Prada: Key Facts

Summary 11 Companhia Metalúrgica Prada: Operational Indicators

Company Background

Production

Summary 12 Major End-use Markets for Companhia Metalúrgica Prada by Pack Type 2013

Competitive Positioning

Engepack Embalagens SA in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 13 Engepack Embalagens SA: Key Facts

Summary 14 Engepack Embalagens SA: Operational Indicators

Company Background

Production

Summary 15 Major End-use Markets for Engepack Embalagens by Pack Type 2013

Competitive Positioning

Owens-illinois Do Brasil Indústria E Comércio SA in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 16 Owens-Illinois do Brasil Indústria e Comércio SA: Key Facts

Summary 17 Owens-Illinois do Brasil Indústria e Comércio SA: Operational Indicators

Company Background

Production

Summary 18 Major End-use Markets for Owens-Illinois do Brasil by Pack Type 2013

Competitive Positioning

Sig Combibloc Do Brasil Ltda in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 19 SIG Combibloc do Brasil Ltda: Key Facts

Summary 20 SIG Combibloc do Brasil Ltda: Operational Indicators

Company Background

Production

Summary 21 Major End-use Markets for SIG Combibloc do Brasil by Pack Type 2013

Competitive Positioning

Tetra Pak Ltda in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 22 Tetra Pak Ltda: Key Facts

Summary 23 Tetra Pak Ltda: Operational Indicators

Company Background

Production

Summary 24 Major End-use Markets for Tetra Pak by Pack Type 2013

Competitive Positioning

Executive Summary

2014 WAS A CHALLENGING YEAR FOR PACKAGING SUPPLIERS

2014 FIFA WORLD CUP MOVES PACKAGING

Stand-up Pouches See the Highest Volume Growth

Growing Concerns Regarding Environment

Losers and Winners During the Forecast Period

Key Trends and Developments

Rigid Plastic Packaging Leads in Terms of New Products

Sporting Events Move the Packaging Industry in 2014

the Environment Is A Key Issue Amongst Manufacturers

2015 WILL BE A CHALLENGING YEAR FOR PACKAGING MANUFACTURERS

Packaging Legislation

National Policy on Solid Waste

Biodegradable Plastic Packaging

Restrictions on Sales of Alcoholic Drinks

Restrictions on Advertising and Imposed Warnings on Tobacco Packaging

Recycling and the Environment

Increasing Recycling Programs

the Assistance of Governmental Measures on the National Policy on Solid Waste

Campaigns About Recycling Education

Table 1 Overview of Packaging Recycling and Recovery in Brazil 2012/2013 and
Targets for 2014

Packaging Design and Labelling

2014 FIFA WORLD CUP BOOSTS SALES OF BEVERAGE PACKAGING

Multipacks Boost Volume Sales in Beverages and Food

Plastic Pouches Improve Share But Pet Leads Within Non-food Packaging

Slim Design for Bottled Water

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