

Confectionery Packaging in Brazil

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Date: June 2022

Pages: 9

Price: US\$ 990.00 (Single User License)

ID: C01F00E910CEN

Abstracts

Indulgent items, sales of which were hit by the financial instability caused by the pandemic, began to recover even while COVID-19 restrictions were still in place the second quarter of 2020. Among these categories, those considered part of the "basic foods basket" performed the best during the pandemic, with chocolate tablets playing a key role as the most adaptable format for at-home chocolate confectionery consumption.

Euromonitor International's Confectionery 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: Chocolate Confectionery, Gum, Sugar Confectionery.

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

Why buy this report?

Get a detailed picture of the Confectionery 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.

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Tablets benefit from being suited to at-home consumption

Flexible plastic continues to dominate despite pressure from sustainability trends

Players look to expand their marketing to an adult audience

PROSPECTS AND OPPORTUNITIES

Sustainability to help drive usage of greener pack types like folding cartons or flexible paper

Health and wellness trend could restrict confectionery sales over the forecast period

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