

Packaging in Brazil

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Abstracts

The negative economic scenario which has resulted in lower disposable incomes for most Brazilian households, escalating exchange rates, increasing production costs and higher inflation rates, continues to exert strong pressures over the country's packaging industry. Many consumers are now looking for the products with the lowest unit prices, with retailers offering aggressive promotions and discounts and manufacturers struggling to maintain reasonable profit margins. In this sense, most packagin...

Euromonitor International's Packaging in Brazil report offers insight into key trends and developments in the industry. 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.

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

Why buy this report?

Get a detailed picture of the 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

Executive Summary

the Negative Economic Scenario Continues To Put Pressure on Packaging Players Convenience and Innovation on Food Packaging Boosts the Snacking Trend Polarisation of Packaging Sizes Continues To Drive Sales in Non-alcoholic Drinks Returnable Packaging Moves From Foodservice To Retail

Increased Product Consumption Creates Opportunities for New Packaging Types in Beauty and Personal Care

Multipacks Aim To Offer Complementary Or 'full Experience' Products in Home Care Key Trends and Developments

Convenience and Packaging Size Diversification Drives Food Packaging Innovation Packaging Diversification Increases in Home Care As Companies Aim To Target A Wider Consumer Audience

Smaller Packaging Increases in A Scenario of Lower Disbursement in the Beauty and Personal Care

Sales of Alcoholic and Non-alcoholic Drinks Consolidate Though Cash and Carry To Create New Opportunities for Packaging

Multipacks Evolve From An Economical Option To A Key Point of Contact Between Brands and Consumers

Packaging Legislation

National Policy on Solid Waste

Biodegradable Plastic Packaging

Beverages Production Control System

Recycling and the Environment

Consumers Continue Not To Engage With Compulsory Household Waste Separation Recycling Remains A Major Source of Revenue for Thousands of Brazilians

Brazil Continues To Lead Metal Beverage Cans Recycling at Global Level

Table 1 Overview of Packaging Recycling and Recovery in Brazil: 2014/2015 and Targets for 2016

Packaging Design and Labelling

Consolidation of Atacarejo Outlets Require More Visible and Identifiable Labels in Order To Avoid Waste, Consumers Look for Re-closable and Flexible Packaging To Use the Product at Most

Packaging As A Tool To Promote the Values of Brands, Or at Least Their Campaigns Amcor Rigid Plastics Brasil in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 1 Amcor Rigid Plastics do Brasil: Key Facts



Production

Summary 2 Major End-use Categories for Amcor Rigid Plastics Brasil by Pack Type: 2016

Competitive Positioning

Bemis Do Brasil Indústria E Comércio De Embalagens in Packaging Industry (brazil) Strategic Direction

Key Facts

Summary 3 Bemis do Brasil Indústria e Comércio de Embalagens SA: Key Facts

Production

Summary 4 Major End-use Categories for Bemis do Brasil Indústria e Comércio de

Embalagens SA by Pack Type: 2016

Competitive Positioning

Brasilata SA Embalagens Metálicas in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 5 Brasilata SA Embalagens Metálicas: Key Facts

Summary 6 Brasilata SA Embalagens Metálicas: Operational Indicators

Production

Summary 7 Major End-use Categories for Brasilata SA Embalagens Metálicas by Pack

Type: 2016

Competitive Positioning

Companhia Metalúrgica Prada in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 8 Companhia Metalúrgica Prada: Key Facts

Production

Summary 9 Major End-use Categories for Companhia Metalúrgica Prada by Pack

Type: 2016

Competitive Positioning

Engepack Embalagens SA in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 10 Engepack Embalagens SA: Key Facts

Production

Summary 11 Major End-use Categories for Engepack Embalagens SA by Pack Type:

2016

Competitive Positioning

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

Strategic Direction



Key Facts

Summary 12 Owens-Illinois do Brasil Indústria e Comércio SA: Key Facts

Production

Summary 13 Major End-use Categories for Owens-Illinois do Brasil Indústria e

Comércio SA by Pack Type: 2016

Competitive Positioning

Sig Combibloc Do Brasil Ltda in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 14 SIG Combibloc do Brasil Ltda: Key Facts

Production

Summary 15 Major End-use Categories for SIG Combibloc do Brasil Ltda by Pack

Type: 2016

Competitive Positioning

Tetra Pak Brasil Ltda in Packaging Industry (brazil)

Strategic Direction

Key Facts

Summary 16 Tetra Pak Brasil Ltda: Key Facts

Summary 17 Tetra Pak Ltda: Operational Indicators

Production

Summary 18 Major End-use Categories for Tetra Pak Brasil by Pack Type: 2016

Competitive Positioning

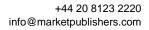
Headlines

Trends

Prospects

Headlines

Trends





Pros	pects
------	-------

Headlines

Trends

Prospects

Headlines

Trends

Prospects

Headlines

Trends

Prospects

Headlines

Trends

Prospects

Headlines

Trends

Prospects



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