

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.

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