

Food & Beverage - Packaging Trends - Brazil - July 2019

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“Plastic is the main villain when it comes to packaging. There is, however, much more to be discussed by the sector. As part of the purchasing and consumption experience, brands and companies must be aware of issues such as the use of inputs, management of food waste, health concerns, changes in family structures, new habits and needs and access to information.”

– Ana Paula Gilsogamo, Food and Drink Analyst

This report looks at the following areas:

- Ban on plastic straws raises the question of sustainability
- Brazil has high waste production and limited recycling rates
- High level of food waste impacts businesses and consumers

The food and beverage packaging sector has been impacted by several factors, including environmental issues, health concerns and changes in family structures and consumption behaviors. Brazil produces high volumes of general and food waste. In addition, the recycling of solid waste is very limited in the country.

The new food and drink labeling rules and the growing incidence of certain health problems, on the other hand, have influenced how Brazilians understand the label information. The changes in family size and structure suggest brands and companies need to offer a greater variety of packaging sizes and formats.

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Abbreviations

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