

# The Brazilian Packaging Industry 2002

A country's packaging industry is one of the best barometers of industrial and economic performance, indirectly measuring the whole consumer packaged goods market. DATAMARK's recent annual report on the Brazilian packaging industry estimated the packaging market at US\$9.1 billion (R\$21.6 billion) or 5.8 million tonnes (1.8% of GDP) in 2001. When measured in tonnes, the market was virtually stable compared with 2000, with a 15% reduction in US Dollar value (11% increase in Reals) compared to the previous year due to devaluation of the Real. Historically the market grows at 3.3% per year on average and is expected to grow by 3.6% in volume and 2.9% in value in 2002.

## Economic Indicators - Brazil 2001

US\$ billion	1995	2000	2001
Exports	46.5	55.1	58.2
Imports	50.0	55.8	55.6
Trade Balance	-3.5	-0.7	2.6

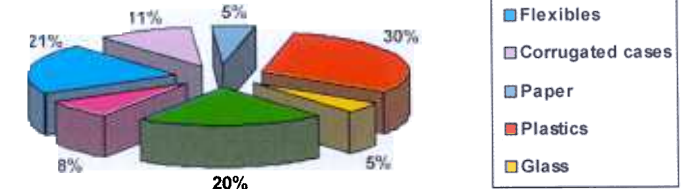
Source: SECEX

	1995	2000	2001
Population (10 <sup>6</sup> )	159.0	170.1	172.4
GDP (US\$ 10 <sup>3</sup> )	705	594	504
GDP growth (%)	4.2	4.4	1.5
Per capita income US\$	4,434	3,492	2,923
Min. wage US\$ / month	106	87	80
Inflation (%) IGP DI		15 9	8

Source: IBGE, IPEA, Banco Central

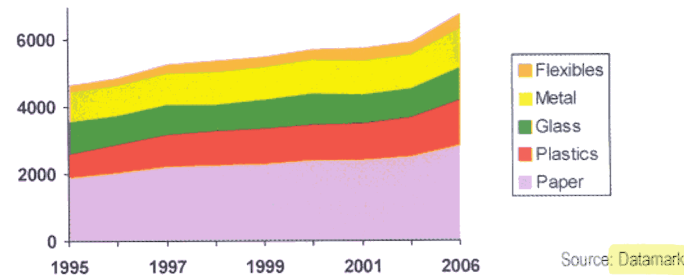
## Packaging Market in Brazil

### Brazil



Source: Datamark

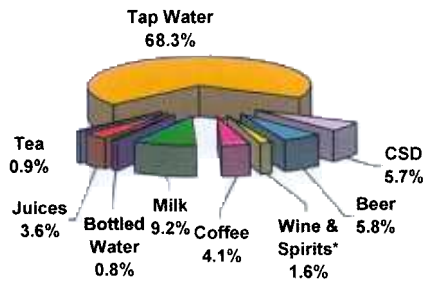
## Packaging Market in Brazil 1995 - 2006 (million tonnes)



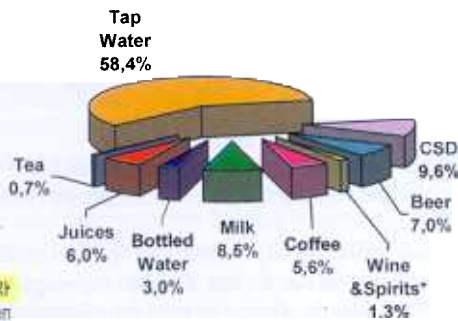
Source: Datamark

## Share of Stomach - Brazil

### 1990



### 2001



Source: DATAMARK  
\* includes Aguardente

## Packaging Market by Material - Brazil 2001

Material	Food		Non Food		US\$ 10 <sup>6</sup>
	Tons (1000)	%	Tons (1000)	%	
Flexibles	340	86.7	52	13.3	344
Aluminium	207	98.2	4	1.8	46
Tin / blackplate	543	79.6	139	20.4	186
Steel	16	16.3	80	83.7	71
MG Paper	106	41.2	151	58.8	243
Duplex / Triplex	129	33.4	258	66.6	478
Corrugated cases	688	39.3	1,062	60.7	584
Plastics	713	63.9	404	36.1	1,078
Glass	793	92.3	66	7.7	62
<b>Total</b>	<b>3,535</b>	<b>61.5</b>			

statistics



[www.Justi2i.com](http://www.Justi2i.com), an Internet community, combining the consumer packaged goods and packaging industries already has over 1,000 buyers and 230 suppliers. If you are interested in knowing more about this unique service or about packaging in Brazil, please call us on tel (55) 11 3038-1798, e.mail: [gwallis@datamark.com.br](mailto:gwallis@datamark.com.br) or visit our internet site at [www.datamark.com.br](http://www.datamark.com.br).

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