



Euromonitor
International

Home Care Packaging in Brazil

October 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Brazil's home care packaging volumes continue growing in 2024, driven by urban population growth
Laundry aids in flexible paper packaging offering a plastic-free alternative
HDPE bottles remain the most widely used pack type, supported by their durability

PROSPECTS AND OPPORTUNITIES

Brazil's home care packaging demand expected to continue growing, driven by urbanisation
PET bottles to gain share over the forecast period, supported by leading brands

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Metal cans gain momentum in dairy packaging
Sustainable shift boosts metal cans in soft drinks
Metal beverage cans dominate Brazil's alcoholic drinks market
Beauty and personal care shifts towards folding carton packaging
Laundry detergent sheets in flexible paper packaging disrupt home care in Brazil
Pet food packaging evolves amid humanisation trends

PACKAGING LEGISLATION

Brazil enacts mandatory reverse-logistics system for plastic packaging
Ambitious recycling and reuse targets for 2040
Brazil's proposed "Sin Tax" raises uncertainty for alcoholic beverages

RECYCLING AND THE ENVIRONMENT

Sustainability leads packaging shift with new biopolymer innovations
rPET demand rises as recycling capacity remains underused
Rising regulatory pressure on sustainable food packaging
Table 1 - Overview of Packaging Recycling and Recovery in Brazil: 2022/2023 and Targets for 2024

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