



Confectionery Packaging in Brazil

August 2025

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Confectionery Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand and innovation drive growth in confectionery packaging in Brazil

Innovative sensory and sustainable packaging transforms the landscape

Rising popularity of 180g flexible paper packs impacts confectionery packaging, although rising from a low base

PROSPECTS AND OPPORTUNITIES

Convenience set to drive growth in confectionery packaging in Brazil

Growing demand for sustainable confectionery packaging

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Confectionery Packaging in Brazil - Company Profiles

Packaging Industry in Brazil - Industry Overview

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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