



Euromonitor
International

Soft Drinks Packaging in Brazil

June 2025

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Soft Drinks Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Aluminium/plastic pouches gains share in soft drinks packaging amid rising demand for convenience and sustainability
Rising demand for rPET and regulatory pressures drive soft drinks packaging trends, but PET recycling faces challenges
Leading brands introduce products in metal beverage cans due to durability and branding opportunities

PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to see strong growth in soft drinks packaging in Brazil due to the sustainability trend
Durability and on-the-go consumption will lead to the increasing popularity of bottled water in metal beverage cans

Soft Drinks 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

DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-packaging-in-brazil/report.