



Euromonitor
International

Dairy Packaging in Brazil

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing production and sustainability boost dairy packaging volumes in Brazil
Spouted aluminium/plastic pouches gain traction in dairy packaging for their convenience and sustainability
1,000ml pack size remains popular for milk in Brazil

PROSPECTS AND OPPORTUNITIES

Dairy packaging volumes set to rise in Brazil, driven by rising consumption and demand for convenience
Rising demand for smaller single-serve packs in dairy packaging

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