



# 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

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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](http://www.euromonitor.com/soft-drinks-packaging-in-brazil/report).