



Baby Food Packaging in Brazil

August 2025

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Baby Food Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience and safety drive innovation in baby food packaging
Other plastic jars and flexible packaging gain ground in baby food in Brazil
Single-serve sachets drive convenience and sustainability in baby food packaging

PROSPECTS AND OPPORTUNITIES

Declining demand forecast for baby food packaging volumes
Flexible packaging set to continue to impact prepared baby food in Brazil, although glass jars will remain dominant

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Baby Food 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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