



Euromonitor
International

Plant-Based Dairy Packaging in Brazil

August 2025

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Plant-Based Dairy Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based dairy packaging rises as more consumers seek alternatives to dairy products for health, ethical, and sustainability reasons
Plant-based dairy packaging in Brazil evolves with bold designs and sustainable materials to stand out from traditional dairy packaging
NotMilk's plant-based biodegradable bottle sets a new standard for sustainable packaging in plant-based dairy

PROSPECTS AND OPPORTUNITIES

Plant-based dairy packaging volumes set to rise in Brazil in 2025 and beyond
Supply-demand pressures expected in plant-based dairy packaging in Brazil

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Plant-Based Dairy 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/plant-based-dairy-packaging-in-brazil/report.