



Meals and Soups Packaging in Brazil

August 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience and health drive growth in meals and soups packaging, with brick liquid cartons and thin wall plastic containers leading the way
Budget-consciousness and at-home consumption drive diverging packaging trends in soup and ready meals
Recent sustainable and smart packaging innovation will have an impact

PROSPECTS AND OPPORTUNITIES

Changing consumer lifestyles and innovation will drive growth in meals and soups packaging volumes
Flexible packaging will still dominate meals and soups packaging in Brazil, driven by convenience and sustainability

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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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