



Alcoholic Drinks Packaging in Brazil

October 2025

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Alcoholic Drinks Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Popularity of domestic lager ensures pack type leadership for metal beverage cans

Non-alcoholic beers helping drive usage of glass bottles

Innovations are focused on label communication and sustainability

PROSPECTS AND OPPORTUNITIES

Potentially higher prices for alcoholic beverages and meeting increasing safety concerns among consumers

Continued growth in non/low alcohol beer will help drive usage of metal beverage cans and glass bottles

DISCLAIMER

Alcoholic 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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