



# Hot Drinks Packaging in Brazil

June 2025

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## Hot Drinks Packaging in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Hot drinks packaging witnesses growth, with plastic pouches rising due to convenience, sustainability, and evolving consumer preferences

Folding cartons continues to lead packaging unit volumes in tea

Smaller pack sizes gain share in hot drinks packaging due to convenience and increased on-the-go consumption

#### PROSPECTS AND OPPORTUNITIES

Plastic pouches expected to see one of the leading growth rates in hot drinks packaging during the forecast period

Folding cartons expected to witness growth in fresh ground coffee pods during the forecast period, due to product launches by leading brands

## Hot 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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