



# Dairy Packaging in Brazil

August 2025

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## Dairy Packaging in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Growing production and sustainability boost dairy packaging volumes in Brazil

Spouted aluminium/plastic pouches gain traction in dairy packaging for their convenience and sustainability

1,000ml pack size remains popular for milk in Brazil

#### PROSPECTS AND OPPORTUNITIES

Dairy packaging volumes set to rise in Brazil, driven by rising consumption and demand for convenience

Rising demand for smaller single-serve packs in dairy packaging

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## 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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