



# Soft Drinks Packaging in Brazil

June 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Aluminium/plastic pouches gains share in soft drinks packaging amid rising demand for convenience and sustainability

Rising demand for rPET and regulatory pressures drive soft drinks packaging trends, but PET recycling faces challenges

Leading brands introduce products in metal beverage cans due to durability and branding opportunities

#### PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to see strong growth in soft drinks packaging in Brazil due to the sustainability trend

Durability and on-the-go consumption will lead to the increasing popularity of bottled water in metal beverage cans

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