



# Baby Food Packaging in Brazil

August 2025

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## Baby Food Packaging in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Convenience and safety drive innovation in baby food packaging  
Other plastic jars and flexible packaging gain ground in baby food in Brazil  
Single-serve sachets drive convenience and sustainability in baby food packaging

#### PROSPECTS AND OPPORTUNITIES

Declining demand forecast for baby food packaging volumes  
Flexible packaging set to continue to impact prepared baby food in Brazil, although glass jars will remain dominant

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## Baby Food 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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