



Sweet Spreads Packaging in Brazil

August 2025

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Sweet Spreads Packaging in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for convenience and indulgence drives sweet spreads packaging volumes
Ultra-lightweight flexible packaging gains traction, although glass jars also maintains unit growth
Supply chain challenges and rising input costs impact packaging in Brazil

PROSPECTS AND OPPORTUNITIES

Continued growth in sweet spreads packaging
Packaging innovation driven by changing consumer lifestyles

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Sweet Spreads 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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