



Euromonitor
International

Sweet Spreads Packaging in Brazil

August 2025

Table of Contents

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

DISCLAIMER

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-packaging-in-brazil/report.