



# Sauces, Dips and Condiments Packaging in Brazil

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

E-commerce growth and changing lifestyles drive growth for sauces and condiments packaging in Brazil  
Flexible packaging gains popularity amid competitive shifts in 2024  
Pouch, sachet, and bottle innovations bring shelf-stable, eco-friendly packaging to sauces, dips and condiments

PROSPECTS AND OPPORTUNITIES

Sauces, dips and condiments packaging volumes set to rise in Brazil as consumers look for convenience  
Growing popularity of 600g HDPE bottles in ketchup

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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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