



Euromonitor
International

Hot Drinks Packaging in Brazil

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hot drinks packaging witnesses growth, with plastic pouches rising due to convenience, sustainability, and evolving consumer preferences

Folding cartons continues to lead packaging unit volumes in tea

Smaller pack sizes gain share in hot drinks packaging due to convenience and increased on-the-go consumption

PROSPECTS AND OPPORTUNITIES

Plastic pouches expected to see one of the leading growth rates in hot drinks packaging during the forecast period

Folding cartons expected to witness growth in fresh ground coffee pods during the forecast period, due to product launches by leading brands

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