



# Hot Drinks Packaging in Brazil

June 2025

Table of Contents

### 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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/hot-drinks-packaging-in-brazil/report](http://www.euromonitor.com/hot-drinks-packaging-in-brazil/report).