



**Euromonitor
International**

Soft Drinks Packaging in Brazil

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Aluminium/plastic pouches gains share in soft drinks packaging amid rising demand for convenience and sustainability

Rising demand for rPET and regulatory pressures drive soft drinks packaging trends, but PET recycling faces challenges

Leading brands introduce products in metal beverage cans due to durability and branding opportunities

PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to see strong growth in soft drinks packaging in Brazil due to the sustainability trend

Durability and on-the-go consumption will lead to the increasing popularity of bottled water in metal beverage cans

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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/soft-drinks-packaging-in-brazil/report.