

Soft Drinks Packaging in Brazil

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rigid plastic continues to dominate overall soft drinks packaging

Manufacturers are shifting towards sustainable packaging to promote circularity

Increasing consumption of coconut and other plant waters benefits brick liquid carton packaging

PROSPECTS AND OPPORTUNITIES

Advantages like larger pack sizes and versatility boost the usage of PET bottle packaging for flavoured water

Leading players will continue to introduce healthier soft drinks

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