



Euromonitor
International

Confectionery Packaging in Brazil

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Flexible film dominates as Nestlé takes KitKat into 100% recycled packaging

INDUSTRY PERFORMANCE

A flexible-dominated category grows on snacking demand

Nestlé takes KitKat into 100% recycled packaging

Rigid plastic and paper formats gain on premium demand and gifting

WHAT'S NEXT?

Paper and rigid plastic to outpace a dominant flexible base

Portioning, gifting and e-commerce diversify formats

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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.

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