



Soft Drinks Packaging in Brazil

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Volumes extend their advance as metal and glass lead, and a new plastic-packaging reverse-logistics decree sets the regulatory horizon

INDUSTRY PERFORMANCE

Rigid plastic holds its lead as total soft drinks packaging volumes extend their growth in 2025

Glass records the strongest growth as premiumisation and returnable formats drive the format, supported by aluminium cans and recycled content

A new reverse-logistics decree for plastic packaging reframes producer responsibility for PET bottles

WHAT'S NEXT?

Soft drinks packaging volumes set to rise steadily to 2029, led by glass and metal with resilient rigid plastic

Strategic priorities: recovery-ready PET and cans, recycled content and premium and returnable glass

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