



Baby Food Packaging in Brazil

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Falling birth rates hit demand as spouted pouches gain share with convenient positioning

INDUSTRY PERFORMANCE

A balanced category in decline

Nestlé extends its infant range

Flexible pouches and glass diverge at the premium ends of the market

WHAT'S NEXT?

A gentle decline predicted as pouches and glass consolidate and birth rates fall

Working parents and sustainability set the agenda

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