



**Euromonitor
International**

Sweet Spreads Packaging in Brazil

September 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Plastic tubs lead a steady category as Nutella lightweights its pot and revives glass jars

INDUSTRY PERFORMANCE

A plastic- and glass-balanced category grows steadily

Nutella renews its plastic pot and collectible glass jars

Thin wall tubs and squeeze formats stretch the mix

WHAT'S NEXT?

Steady growth predicted as rigid plastic and glass advance together

Convenience, portioning and premiumisation define the next phase

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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/sweet-spreads-packaging-in-brazil/report.