

# Hot Drinks Packaging in Brazil

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible packaging dominates coffee and therefore also overall hot drinks packaging

Aluminium/plastic pouches continue to take share from glass jars in instant coffee

Folding cartons continue to lead packaging unit volumes in tea

#### PROSPECTS AND OPPORTUNITIES

Sara Lee Café's acquires Maratá in Brazil

Expected rise in the consumption of fruit/herbal tea will benefit folding cartons

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