

Confectionery Packaging in Japan

Market Direction | 2022-07-04 | 9 pages | Euromonitor

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Report description:

In 2021, St Valentine's Day celebrations were hugely disrupted in Japan. Major cities were placed under a state of emergency as Japan dealt with a deadly second wave of COVID-19, with many working adults, who are the key consumers driving sales around St Valentine's Day, working from home. With a lack of socialising at this time, gift-giving was reduced, causing a major decline in the annual sales of boxed assortments, resulting in a steep fall in its packaging unit volumes used in this year. Th...

Euromonitor International's Confectionery Packaging in Japan report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Chocolate Confectionery, Gum, Sugar Confectionery.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Confectionery Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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CONFECTIONERY PACKAGING IN JAPAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Boxed assortments badly hit by the loss of St Valentine's Day business

Pack size continues to shrink, with pouches with zip/press closures growing in popularity for boiled sweets and medicated confectionery

Retailers, particularly convenience stores, increasingly hang confectionery to save space and drive impulse purchases

PROSPECTS AND OPPORTUNITIES

Plastic pouches will be gaining share in sugar confectionery and folding cartons in gum

Sustainable packaging will become a higher priority for confectionery manufacturers

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