

Plant-Based Dairy Packaging in Japan

Market Direction | 2023-10-12 | 7 pages | Euromonitor

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Report description:

In 2022, brick liquid cartons remained the leading pack type for plant-based milk, the largest category in plant-based dairy in Japan. On the other hand, shaped liquid cartons remained a small, but growing niche as a packaging alternative. The popularity of brick liquid cartons is mainly due to being typically manufactured from a single sheet of paperboard, which is considered more cost-effective compared to shaped liquid cartons, which require multiple layers of materials.

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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KEY DATA FINDINGS

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Brick liquid cartons outperform shaped liquid cartons for plant-based milk

Demand for plant-based yoghurt drives growth of thin wall plastic containers

PROSPECTS AND OPPORTUNITIES

Portability of small pack sizes set to benefit their demand in plant-based yoghurt

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