

Dairy Packaging in Japan

Market Direction | 2024-06-24 | 9 pages | Euromonitor

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Report description:

Total dairy packaging retail volumes declined in Japan in 2023. PET bottles remained the most significant pack type in dairy packaging in Japan in 2023, and despite the decline in overall dairy packaging volumes in 2023, PET bottles saw increasing adoption in Japan, stemming from a mix of factors. First, consumer preference shifted to favour convenience and portability, which drove dairy producers to opt for PET bottles, due to their lightweight and unbreakable nature - unlike traditional packag...

Euromonitor International's 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: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

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

Why buy this report?

- * Get a detailed picture of the 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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DAIRY PACKAGING IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

PET bottles maintains the highest dairy packaging volumes, due to convenience and economic considerations

Functional benefits of plastic pouches support its share growth in powder milk

Gable top liquid cartons remains the main packaging type for fresh milk in Japan

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to increase its share due to functional benefits

36g pack size set to become popular due to a combination of factors

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