

## **Home Care Packaging in Japan**

Market Direction | 2024-07-23 | 8 pages | Euromonitor

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### **Report description:**

The usage of plastic pouches in home care packaging continued to decline in Japan in 2023, with this being a trend that started in 2021. This is primarily being driven by the growing demand for eco-friendly and sustainable packaging solutions. Japanese consumers are increasingly conscious of the environmental impact of plastic waste and prefer packaging materials that are recyclable or biodegradable. In addition, the Japanese government has implemented stricter regulations on plastic packaging t...

Euromonitor International's Home Care Packaging in Japan report offers insight into key trends and developments driving packaging across the category.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- \* Get a detailed picture of the Home Care 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

2023 DEVELOPMENTS

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Folding cartons continue losing share in Japanese home care

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PROSPECTS AND OPPORTUNITIES

Composite containers losing share in scouring agents

Sustainable and eco-friendly claims appeal to consumers in Japan

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