

## **Meals and Soups Packaging in Japan**

Market Direction | 2024-06-24 | 8 pages | Euromonitor

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### **Report description:**

Total meals and soups packaging volumes declined in 2023. Although flexible plastic packaging also saw falling sales, the decline was below the average for meals and soups, and it continued to account for the highest share of packaging volumes in meals and soups in Japan in 2023. This can be attributed to several factors, including its light weight, easy handling by both producers and consumers, cost-effectiveness, and superior preservation qualities, ensuring product freshness and shelf life. I...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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### **Table of Contents:**

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MEALS AND SOUPS PACKAGING IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic leads as it is cost-effective, and aligns with Japan's commitment to the environment

200g leads due to consumer demand for convenient meal solutions

Flexible packaging preferred for shelf stable soup

PROSPECTS AND OPPORTUNITIES

Metal food cans set to decline as consumers seek eco-friendly alternatives

Plastic pouches expected to surge in popularity due to ease of use and portability

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