

## Packaging Industry in Japan

Market Direction | 2024-12-02 | 42 pages | Euromonitor

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### Report description:

In recent years, Japan has experienced a significant shift in packaging trends, driven by growing environmental awareness and a focus on sustainability. This shift has led to efforts to reduce the weight of containers, simplify packaging materials and prioritise recyclable options. In addition, there has been an emphasis on creating high-performance products that balance safety, convenience and eco-friendliness. Consumers in Japan are increasingly conscious of the environmental impact of packaging...

Euromonitor International's Packaging in Japan report offers insight into key trends and developments in the industry. 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.

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

### Why buy this report?

- \* Get a detailed picture of the 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Packaging in 2023: The big picture

2023 key trends

Flexible plastic dominates frozen pizza packaging

Smaller pack sizes gaining traction in non-alcoholic drinks packaging amid rising on-the-go consumption trend

Declining use of PET bottles in alcoholic drinks packaging

Brands adopting innovative packaging solutions in the move towards sustainability

Smaller pack sizes are gaining traction in Japanese home care packaging

#### PACKAGING LEGISLATION

Regulations regarding food packaging now include a "positive list" of materials that can be used

#### RECYCLING AND THE ENVIRONMENT

Japan Soft Drink Association takes the initiative to increase the ratio of bottle-to-bottle recycling

Plastic Resource Circulation Act a step towards circular packaging solutions

Table 1      Overview of Packaging Recycling and Recovery in Japan: 2021/2022 and Targets for 2023

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