

Plant-Based Dairy Packaging in Japan

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

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Report description:

Total plant-based dairy packaging volumes declined in Japan in 2023. Brick liquid cartons also saw a decline in packaging volumes in 2023, but remained the leading pack type for plant-based milk in this year, which is the largest category in plant-based dairy in Japan. Crafted from renewable materials, these leak-proof cartons maintain product freshness while meeting the consumer demand for eco-friendly options, and are considered a cost-effective option. Collaborative efforts between packaging...

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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PLANT-BASED DAIRY PACKAGING IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brick liquid cartons popular for product freshness and sustainability

Polarisation in pack sizes in plant-based milk

350g pack size increases for plant-based yoghurt due to evolving consumer preferences

PROSPECTS AND OPPORTUNITIES

110g pack size set to maintain growth as demand for on-the-go consumption rises

Shaped liquid cartons expected to perform well in plant-based milk, at the expense of gable top liquid cartons

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