

Japan Paper Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 106 pages | Mordor Intelligence

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Report description:

The Japan Paper Packaging Market size is worth USD 25.60 Billion in 2025, growing at an 5.37% CAGR and is forecast to hit USD 33.26 Billion by 2030.

Key Highlights

- Japan ranks as the world's second-largest producer of plastic waste per capita, following the United States. Stringent international regulations in Japan are expected to drive manufacturers toward meeting the increasing demand for environmentally sustainable packaging materials, particularly paper packaging, across various industries.
- Japan is a significant consumer of paper-based products across multiple industries, including newsprint, packaging, printing and communication, sanitary, and other miscellaneous applications. Food manufacturers in the region have begun to recognize the disadvantages of plastic wrapping and are preparing to transition to paper packaging.
- Major plastic bag suppliers in the region, such as Fukusuke Kogyo, are experiencing decreased demand for plastic bags at grocery stores. This decline is attributed to customers being legally required to pay explicitly for bags. The company anticipates a one-third decrease in orders in the near future. Fukusuke Kogyo has announced investments in materials development to reduce environmental impacts and production costs.
- Leading paper manufacturing companies in Japan, such as Nippon Paper, are aiming to capitalize on the decreasing demand for plastic. Nippon Paper has announced the expansion of paper-based barrier materials that protect products from air and water. According to the company, the demand for paper and paperboard packaging materials has increased over the years as a replacement for plastics. Paper-based packaging materials account for 70% of Nippon Paper's total sales.
- While sustainability and waste reduction have gained prominence, the paper packaging industry faces challenges. There is a potential decline in demand due to perceptions of paper packaging being less environmentally friendly than alternative materials. The industry also faces competition from materials like plastic, metal, and glass, which offer advantages in durability and cost.

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Additionally, fluctuating prices of raw materials such as pulp and paper potentially impact the profitability of paper packaging producers.

Japan Paper Packaging Market Trends

Paperboard is Anticipated to Witness Significant Growth

- The paper and paperboard packaging market in Japan is experiencing healthy growth. Beverages and packaged food growth have fueled the demand for corrugated packaging in the country. Japan's growing processed food industry is also expected to act as one of the critical drivers for the paperboard packaging market.
- The market is led by the massively growing adoption of paper packaging in response to reduced plastic usage and the respective strategic developments. Furthermore, major paper manufacturing companies in the region aiming to capitalize on developments to cater to the market are expected to support market growth.
- Also, in line with the announcement of Nestle Japan's plan to use 100% recyclable packaging by 2025, Nestle Japan released new packaging for its famous miniature KitKat Chocolate bars featuring origami paper instead of plastic materials. Also, the new paper packaging is set to receive the Forest Stewardship Council certification and is fully recyclable.
- According to the Organic Trade Association, in 2021, the retail value of the organic packaged food market in Japan accounted for USD 416.6 million. The market size is expected to reach USD 427.1 million in 2025.
- Organic food products often require packaging that aligns with their eco-friendly image. Recyclable and biodegradable paperboard is a popular choice for such products. As the organic packaged food market grows, more companies are expected to use paperboard to meet consumer preferences for sustainable packaging.

Retail is Observing Notable Growth

- Japan boasts one of the world's fastest-growing e-commerce markets, with consistent development and the presence of global giants like Rakuten and Amazon. The country also hosts supermarket e-commerce platforms such as Ito-Yokado and Markets, which promote paper packaging use.
- The growth of e-commerce has significantly increased demand for packaging materials. Many e-commerce businesses prefer paper packaging due to its environmental friendliness and cost-effectiveness.
- Paper packaging typically has lower recycling costs than materials like plastics and glass. Additionally, there is a substantial market for recycled paper, with packaging being one of many industries extensively using recycled paper products.
- The high demand for recycled paper makes it less expensive than alternative materials. Paper packaging's lower recycling cost makes it an attractive option for e-commerce and retail businesses aiming to reduce packaging expenses while supporting sustainable practices.
- According to the Ministry of Economy, Trade and Industry, commercial sales in the retail industry accounted for USD 110.67 billion in December 2023, a slight increase from USD 94.01 billion in April 2023. This rise in sales may lead retailers to expand their product ranges, potentially increasing demand for diverse packaging solutions, including specialized paper packaging options such as custom-designed boxes and eco-friendly materials.

Japan Paper Packaging Industry Overview

The market is semi-fragmented, with the presence of players like Graphic Packaging, International Paper Company, and Rengo Co.

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Ltd, which play vital roles in upscaling the rise in the demand, leveraging the declining demand for plastic packaging and customers' preference for paper-based packaging. To capture the market share, vendors are strategizing their business models by enhancing their product lines and engaging in collaborations and acquisitions, with a core focus on sustainability.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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