



# Home Care Packaging in Japan

October 2025

Table of Contents

## Home Care Packaging in Japan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Refill culture and resource efficiency shape Japan's 2024 home care packaging trends

Bio-PET bottles could transform sustainable packaging

Japan leads in eco-friendly packaging with paper pouches and bio-PET bottles

#### PROSPECTS AND OPPORTUNITIES

Expected decline in packaging volumes driven by sustainability trends

Shift towards PET bottles is expected in Japanese home care packaging

### DISCLAIMER

## Home Care Packaging in Japan - Company Profiles

## Packaging Industry in Japan - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

#### 2024 KEY TRENDS

Sustainability and health demands driving a shift towards portion-controlled, paper-based food packaging

Growth of rPET, metal packaging and paper-based alternatives in Japan's non-alcoholic drinks industry

Convenience, innovation and sustainability drive market shift towards metal cans and bottles in alcoholic drinks packaging

Sustainable packaging innovation and regulatory leadership

Refillable, eco-friendly and compact packaging lead home care innovation

Rise of flexible, eco-friendly and user-friendly formats in Japan

#### PACKAGING LEGISLATION

Regulatory pressure accelerates sustainable packaging innovation

Impact on manufacturers and cost pass-through to consumers

Reverse vending initiatives open new horizon for cleaner Japan

#### RECYCLING AND THE ENVIRONMENT

Refillable and reusable packaging solutions from brand owners

Bio-based and recyclable material innovation a new normal

Consumer engagement and eco-labelling continue gaining momentum in Japan

Table 1 - Overview of Packaging Recycling and Recovery in Japan: 2022/2023 and Targets for 2024

### DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-care-packaging-in-japan/report](http://www.euromonitor.com/home-care-packaging-in-japan/report).