



Euromonitor  
International

# Confectionery Packaging in Japan

September 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Metal tins lead confectionery packaging growth, driven by premium and gifting trends

Japanese confectionery brands continue to follow established packaging trends

Stable demand, growing preference for small packs and premium tins, and fragmented competition in Japanese confectionery

#### PROSPECTS AND OPPORTUNITIES

Total confectionery packaging volumes expected to rise, driven by sugar confectionery, small packs, and premium formats

Plastic pouches in small pack sizes poised for growth amid stable demand and fragmented competition

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