



Euromonitor  
International

# Dairy Packaging in Japan

June 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

PET bottles maintains the highest dairy packaging volumes, due to convenience and economic considerations

Functional benefits of plastic pouches support its share growth in powder milk

Gable top liquid cartons remains the main packaging type for fresh milk in Japan

### PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to increase its share due to functional benefits

36g pack size set to become popular due to a combination of factors

## Dairy Packaging in Japan - Company Profiles

## Packaging Industry in Japan - Industry Overview

### EXECUTIVE SUMMARY

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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