



**Euromonitor
International**

Soft Drinks Packaging in Japan

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shifting demographic, economic, environmental, and consumer dynamics impact soft drinks packaging

Japan is making a steady push towards circularity in PET bottle recycling and recycled content use

Smaller pack sizes increasingly popular among consumers, to the detriment of the biggest packs

PROSPECTS AND OPPORTUNITIES

Shifting consumer trends, sustainability, and economic pressures set to affect soft drinks packaging

Japan set to accelerate PET packaging circularity, with shift towards 50% bottle-to-bottle recycling

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- **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/soft-drinks-packaging-in-japan/report.