

Baby Food Packaging in Japan

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rigid plastic gains further traction in 2024 despite decline in baby food packaging

Aluminium/plastic pouches gain traction as a convenient baby food packaging

Evolving demand, pack type preferences, and competitive shifts in baby food packaging

PROSPECTS AND OPPORTUNITIES

Positive outlook for baby food packaging despite falling birth rate in Japan Further growth expected for smaller pack types and sizes in baby food packaging

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