



**Euromonitor
International**

Baby Food Packaging in Japan

September 2025

Table of Contents

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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Baby Food 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

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