



Euromonitor
International

Processed Fruit and Vegetables Packaging in Japan

June 2024

Processed Fruit and Vegetables Packaging in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic becomes more popular due to the consumer preference for lightweight formats

Glass jars become more popular due to their sustainability and non-reactive properties

100g and 250g grow more popular due to the consumer preference for smaller, more convenient packs

PROSPECTS AND OPPORTUNITIES

Metal food cans set to decline as manufacturers shift to more convenient and biodegradable options

300g expected to see growth as it meets the needs of most consumers

Processed Fruit and Vegetables 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-japan/report.