



# Processed Meat and Seafood Packaging in Japan

June 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Flexible plastic dominates, due to its excellent barrier against freezer burn

Thin wall plastic containers maintains its strong position due to convenience and product protection

Folding cartons declines due to the lack of barrier properties

### PROSPECTS AND OPPORTUNITIES

Metal cans set to decline as consumers prefer high quality and sustainable formats

Smaller pack sizes anticipated to gain popularity for portability and portion control

## Processed Meat and Seafood 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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