



Euromonitor  
International

# Processed Meat and Seafood Packaging in Japan

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## Processed Meat and Seafood Packaging in Japan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Overall packaging volumes decline but folding cartons stand out with growth driven by smaller, convenient packs

Bio-based and recyclable packaging gains traction with sustainable materials and mid-sized packs in Japan

Growth of thin wall plastic containers driven by convenience and product protection

#### PROSPECTS AND OPPORTUNITIES

Processed meat and seafood packaging volumes set to further decline due to ageing population, shrinking demand, and supply constraints

Rising demand for plastic pouches and smaller 20g and 60g packs amid supply challenges and fragmented competition

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## Processed Meat and Seafood 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-and-seafood-packaging-in-japan/report](http://www.euromonitor.com/processed-meat-and-seafood-packaging-in-japan/report).