



Sweet Spreads Packaging in Japan

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars remains the most popular pack type, as consumers value premium and non-toxic packaging

Squeezable tubes are popular for their convenience and easy dispensing

100g and 150g pack sizes continue to lead due to their convenience and portability

PROSPECTS AND OPPORTUNITIES

Board tubs will continue to decline due to the rise of other more robust packaging options

400g pack size set to decrease as consumers prefer smaller pack sizes

Sweet Spreads 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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