



**Euromonitor
International**

Sweet Spreads Packaging in Japan

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Glass jars retains popularity as leading pack type for sweet spreads
Squeezable plastic tubes gain momentum amid declines for sweet spreads packaging
100g and 150g pack sizes continue to lead, offering convenience and portability

PROSPECTS AND OPPORTUNITIES

Modest growth in sweet spreads packaging driven by convenience and indulgent trends over the forecast period
Flexible plastic and polarising pack sizes poised to shape future sweet spreads packaging trends

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Sweet Spreads 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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