



# Plant-Based Dairy Packaging in Japan

September 2025

Table of Contents

## Plant-Based Dairy Packaging in Japan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Thin wall plastic containers lead growth in plant-based dairy packaging amid challenges  
Smaller packs, recyclable materials, and bold designs distinguish plant-based dairy packaging  
Brick liquid cartons remains most popular pack type for plant-based milk

#### PROSPECTS AND OPPORTUNITIES

Plant-based dairy packaging set to further fall due to maturity, but plant-based yoghurt packaging offers potential  
Growth expected in 110g thin wall plastic containers amid market adjustments

#### DISCLAIMER

## Plant-Based Dairy 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

#### DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/plant-based-dairy-packaging-in-japan/report](http://www.euromonitor.com/plant-based-dairy-packaging-in-japan/report).