



**Euromonitor  
International**

# Meals and Soups Packaging in Japan

June 2024

Table of Contents

## Meals and Soups Packaging in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic leads as it is cost-effective, and aligns with Japan's commitment to the environment

200g leads due to consumer demand for convenient meal solutions

Flexible packaging preferred for shelf stable soup

#### PROSPECTS AND OPPORTUNITIES

Metal food cans set to decline as consumers seek eco-friendly alternatives

Plastic pouches expected to surge in popularity due to ease of use and portability

## Meals and Soups 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/meals-and-soups-packaging-in-japan/report](https://www.euromonitor.com/meals-and-soups-packaging-in-japan/report).