



**Euromonitor
International**

Meals and Soups Packaging in Japan

September 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Metal packaging shows relative growth in a declining category
Strong performance by board tubs due to rising environmental concerns
Launch of new packaging format for freeze-dried miso soup in Japan

PROSPECTS AND OPPORTUNITIES

Projected decline in meals and soups packaging volumes over the forecast period
Metal food cans and mid-range sizes set to gain traction amid budget-conscious and stockpiling trends

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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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