



Euromonitor  
International

# Home Care Packaging in Japan

July 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Plastic pouches declining due the growing environmental concerns about plastic waste

Folding cartons continue losing share in Japanese home care

The 350ml and 400ml pack sizes are most popular in Japanese surface care

### PROSPECTS AND OPPORTUNITIES

Composite containers losing share in scouring agents

Sustainable and eco-friendly claims appeal to consumers in Japan

## Home Care 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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