



Confectionery Packaging in Japan

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the leading pack type, for its convenience and sustainability

Folding cartons popular, but loses share, especially in sugar confectionery

50g and 100g are popular pack sizes due to portion control and value-conscious purchasing behaviour

PROSPECTS AND OPPORTUNITIES

Metal tins set to decline as manufacturers prioritise cost-effectiveness and sustainability

Smaller pack sizes set to gain share due to growing consumer demand for portion control

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