



# Baby Food Packaging in Japan

June 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Flexible plastic leads due to unparalleled convenience, product safety, and quality

Plastic pouches grows, as this pack type balances convenience with product integrity

60-75g pack sizes grow in popularity as they are the perfect size for infants and toddlers

### PROSPECTS AND OPPORTUNITIES

Metal tins set to decline, as consumer preference shifts to more sustainable formats

800g expected to lose share as preferences shift towards more portable packaging solutions

## Baby Food 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

## 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/baby-food-packaging-in-japan/report](https://www.euromonitor.com/baby-food-packaging-in-japan/report).