



# Sweet Spreads Packaging in Japan

June 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Glass jars remains the most popular pack type, as consumers value premium and non-toxic packaging

Squeezable tubes are popular for their convenience and easy dispensing

100g and 150g pack sizes continue to lead due to their convenience and portability

#### PROSPECTS AND OPPORTUNITIES

Board tubs will continue to decline due to the rise of other more robust packaging options

400g pack size set to decrease as consumers prefer smaller pack sizes

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