



Euromonitor  
International

# Plant-Based Dairy Packaging in Japan

June 2024

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## Plant-Based Dairy Packaging in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Brick liquid cartons popular for product freshness and sustainability

Polarisation in pack sizes in plant-based milk

350g pack size increases for plant-based yoghurt due to evolving consumer preferences

#### PROSPECTS AND OPPORTUNITIES

110g pack size set to maintain growth as demand for on-the-go consumption rises

Shaped liquid cartons expected to perform well in plant-based milk, at the expense of gable top liquid cartons

## Plant-Based Dairy 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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/plant-based-dairy-packaging-in-japan/report](https://www.euromonitor.com/plant-based-dairy-packaging-in-japan/report).