



Euromonitor
International

Home Care Packaging in Japan

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Home Care Packaging in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Refill culture and resource efficiency shape Japan's 2024 home care packaging trends

Bio-PET bottles could transform sustainable packaging

Japan leads in eco-friendly packaging with paper pouches and bio-PET bottles

PROSPECTS AND OPPORTUNITIES

Expected decline in packaging volumes driven by sustainability trends

Shift towards PET bottles is expected in Japanese home care packaging

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Home Care Packaging in Japan - Company Profiles

Packaging Industry in Japan - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 KEY TRENDS

Sustainability and health demands driving a shift towards portion-controlled, paper-based food packaging

Growth of rPET, metal packaging and paper-based alternatives in Japan's non-alcoholic drinks industry

Convenience, innovation and sustainability drive market shift towards metal cans and bottles in alcoholic drinks packaging

Sustainable packaging innovation and regulatory leadership

Refillable, eco-friendly and compact packaging lead home care innovation

Rise of flexible, eco-friendly and user-friendly formats in Japan

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Regulatory pressure accelerates sustainable packaging innovation

Impact on manufacturers and cost pass-through to consumers

Reverse vending initiatives open new horizon for cleaner Japan

RECYCLING AND THE ENVIRONMENT

Refillable and reusable packaging solutions from brand owners

Bio-based and recyclable material innovation a new normal

Consumer engagement and eco-labelling continue gaining momentum in Japan

Table 1 - Overview of Packaging Recycling and Recovery in Japan: 2022/2023 and Targets for 2024

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