



Euromonitor  
International

# Confectionery Packaging in Japan

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Metal tins lead confectionery packaging growth, driven by premium and gifting trends  
Japanese confectionery brands continue to follow established packaging trends  
Stable demand, growing preference for small packs and premium tins, and fragmented competition in Japanese confectionery

PROSPECTS AND OPPORTUNITIES

Total confectionery packaging volumes expected to rise, driven by sugar confectionery, small packs, and premium formats  
Plastic pouches in small pack sizes poised for growth amid stable demand and fragmented competition

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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

PACKAGING LEGISLATION

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