



**Euromonitor
International**

Plant-Based Dairy Packaging in Japan

September 2025

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Plant-Based Dairy Packaging in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Thin wall plastic containers lead growth in plant-based dairy packaging amid challenges
Smaller packs, recyclable materials, and bold designs distinguish plant-based dairy packaging
Brick liquid cartons remains most popular pack type for plant-based milk

PROSPECTS AND OPPORTUNITIES

Plant-based dairy packaging set to further fall due to maturity, but plant-based yoghurt packaging offers potential
Growth expected in 110g thin wall plastic containers amid market adjustments

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Plant-Based Dairy 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

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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