



**Euromonitor
International**

Sauces, Dips and Condiments Packaging in Japan

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Flexible packaging continues to dominate overall amid declining category
Compostable sauce sachets gain traction among Japanese brands and retailers
Single-person households and convenience preferences fuel shift to portion-controlled condiment packs

PROSPECTS AND OPPORTUNITIES

Further overall decline, but growth still expected in key traditional categories
Rising popularity of plastic pouches and specific sizes driven by Japan’s smaller households, limited storage, and seasonal preferences

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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/sauces-dips-and-condiments-packaging-in-japan/report.