

# Alcoholic Drinks Packaging in Japan

September 2023

Table of Contents

## Alcoholic Drinks Packaging in Japan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

RTDs record strong growth over the review period in spite of a dip in demand in 2022

Kirin Holdings introduces recycled PET bottles for its wine in Japan

Suntory introduces 100% recycled metal cans for limited edition beverages

#### PROSPECTS AND OPPORTUNITIES

Metal beverage cans to remain the leading pack type over the forecast period in Japan

Sustainability trend expected to continue developing

## Alcoholic Drinks Packaging in Japan - Company Profiles

## Packaging Industry in Japan - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Innovative beer lees packaging developed for Fanc!s powder foundation refills

Metal beverage cans gain share in alcoholic drinks packaging in 2022

Flexible plastic the most-used packaging in air care and surface care in 2022

Flexible plastic preferred for processed fruit, vegetables, meat and seafood

Recyclability of PET bottles benefits their usage in soft drinks

### PACKAGING LEGISLATION

Japan introduces the Act on the Promotion of Resource Circulation for Plastics in 2022

### RECYCLING AND THE ENVIRONMENT

Brands setting up sustainable packaging targets amid rising environmental concerns

Table 1 - Overview of Packaging Recycling and Recovery in Japan: 2020/2021 and Targets for 2022

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