

Sweet Spreads Packaging in Japan

October 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass jars remains popular pack type for jams and preserves

Popularity of chocolate spreads as an indulgent snack benefits thin wall plastic containers as a pack type

Squeezable plastic tubes losing ground to other packaging types for honey

PROSPECTS AND OPPORTUNITIES

Small pack sizes of nut and seed based spreads to remain popular in the future

Board tubs will continue to lose favour as packaging format for sweet spreads

Sweet Spreads 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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