



Euromonitor
International

Home Care Packaging in Japan

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Japan home care packaging contracts in 2025 as concentration, refill packs and film-to-film recycling reshape mature demand

INDUSTRY PERFORMANCE

Flexible refill pouches lead the mix while PET bottles provide the only growth in rigid plastic

Rigid plastic proves most resilient as Kao and Lion scale film-to-film recycling of refill packs

The Plastic Resource Circulation Act drives collection, design-for-recycling and recycled content

WHAT'S NEXT?

Continued decline to 2030 as concentration, refills and demographics suppress volumes

Recycled-content refill pouches and bottles define the priority opportunities

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