

# Confectionery Packaging in Japan

October 2023

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## Confectionery Packaging in Japan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sustainability credentials of flexible paper benefit its share in tablet packaging

Folding cartons most preferred format for packaging boxed assortments

Retailers, particularly convenience stores, increasingly hang confectionery to save space and drive impulse purchases

#### PROSPECTS AND OPPORTUNITIES

Varying packaging preferences within chocolate confectionery

Plastic pouches set to gain share in sugar confectionery and folding cartons in gum

## Confectionery 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 Fancil'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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