

# Dairy Packaging in Japan

October 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Gable top liquid cartons remains main packaging type for fresh milk in Japan

Flexible plastic remains popular packaging format for cheese as consumers want to ensure freshness of product

Functional benefits of plastic pouches support this packaging format's share in powder milk

### PROSPECTS AND OPPORTUNITIES

High recyclability and availability of PET bottles will benefit this pack type for yoghurt and sour milk products

Squeezable plastic tubes to remain most popular packaging format for condensed milk

## Dairy 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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