



Baby Food Packaging in Japan

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Low and falling birth rates shrink the category

INDUSTRY PERFORMANCE

A flexible packaging category contracts amid a falling birth rate

Microwaveable cups help rigid plastic to buck the trend

Glass and paper give way as the mix consolidates

WHAT'S NEXT?

Only a shallow decline is forecast despite demographic headwinds

Convenience, safety and premiumisation set the agenda

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