

# Processed Fruit and Vegetables Packaging in Japan

October 2023

Table of Contents

## Processed Fruit and Vegetables Packaging in Japan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Greater consumption of frozen fruit benefits flexible plastic as a packaging type

Protective features of metal cans benefit popularity in shelf stable tomatoes

Cost-effectiveness and transparency of plastic pouches benefit packaging for shelf stable vegetables

#### PROSPECTS AND OPPORTUNITIES

Smaller package sizes set to drive shelf stable fruit due to suitability for on-the-go consumption despite overall move away from this product

Further growth expected for frozen processed fruit and vegetables packaging

## Processed Fruit and Vegetables 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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