



**Euromonitor  
International**

# Sweet Spreads Packaging in Japan

September 2026

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### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Premiumisation lifts a glass jar-led category

### INDUSTRY PERFORMANCE

A glass-dominated category returns to growth

Aohata reimagines jam packaging in a squeezable plastic bottle

Rigid plastic gains as glass holds its premium ground

### WHAT'S NEXT?

Modest growth as glass and lighter rigid plastic advance together

Convenience, portioning and sustainability define the next phase

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-packaging-in-japan/report](https://www.euromonitor.com/sweet-spreads-packaging-in-japan/report).