



Home Care Packaging in Japan

May 2023

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Home Care Packaging in Japan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plastic pouches gaining share and folding cartons losing share in 2022
Detergent tablets recording strong growth in Japan in 2022
The 350ml and 400ml pack sizes are most popular in Japanese surface care

PROSPECTS AND OPPORTUNITIES

Sustainable and eco-friendly claims appeal to consumers in Japan
New laundry detergents will be more eco-friendly and in line with consumer needs

Home Care 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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