

# Alcoholic Drinks Packaging in Japan

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## Abstracts

Although sales declined slightly in 2022, RTDs had been recording strong growth in the previous years of the review period. RTDs have been experiencing a surge in popularity within Japan's alcoholic drinks market due to their convenient and hassle-free nature, catering to consumers seeking a quick and easy drinking experience. This shift is also influenced by changing consumer preferences, with growing demand for lighter and more varied alcoholic beverages. Beverage companies have capitalised on...

Euromonitor International's Alcoholic Drinks Packaging in Japan report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2024

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Kirin Holdings introduces recycled PET bottles for its wine in Japan  
Suntory introduces 100% recycled metal cans for limited edition beverages

### **PROSPECTS AND OPPORTUNITIES**

Metal beverage cans to remain the leading pack type over the forecast period in Japan  
Sustainability trend expected to continue developing

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