

# Soft Drinks Packaging in Japan

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## Abstracts

After sales recorded a marked decline in 2020, particularly in the foodservice channel, as Japan was hit by the COVID-19 pandemic and the measures taken to contain its spread, positive growth was recorded in 2021, although sales levels remain below where they were prior to the pandemic.

Euromonitor International's Soft 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:** Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

### Why buy this report?

Get a detailed picture of the Soft 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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SOFT DRINKS PACKAGING IN JAPAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

PET bottle remains the leading pack type

Label-free packaging on the increase

Metal beverage cans hit by reduced use of vending machines in the pandemic

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes will return to favour for on-the-go consumption

PET bottles will see increasing use of rPET over the forecast period

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