

Soft Drinks Packaging in Japan

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Date: April 2023

Pages: 7

Price: US\$ 990.00 (Single User License)

ID: SEB9037EFD7EN

Abstracts

The presence of the COVID-19 pandemic has increased health awareness in Japan, with many consumers opting to purchase low-calorie soft drinks. This factor, coupled with Japan witnessing extremely hot days in the summer of 2022, favoured the retail sales of flavoured bottled water in 2022. This, in turn, benefitted the retail packaging unit volumes of PET bottles used in flavoured bottled water in the same year. PET bottles dominate flavoured bottled water sales, as they do in bottled water as a...

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.

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Euromonitor International
February 2024

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Coca-Cola Japan shifting towards sustainable packaging options for its products
PET bottles continue to gain share in carbonates due to their cost-effectiveness

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes expected to remain popular among consumers
PET bottles will see increasing use of rPET over the forecast period

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