

# Spreads Packaging in Japan

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## Abstracts

Demand for larger pack sizes is expected to decline in spreads over the forecast period. The Japanese population is predicted to continue ageing and household sizes are set to keep shrinking. Therefore, consumers are likely to increasingly purchase products in smaller pack sizes to better fit their lifestyles over the forecast period. More manufacturers are expected to launch smaller pack sizes for their existing product lines, driven by this trend. Moreover, the rapid increase in sales of premi...

Euromonitor International's Spreads 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:** Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads, Yeast-based Spreads.

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

## Why buy this report?

Get a detailed picture of the Spreads 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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