

Japan Cosmetics Packaging Market Assessment, By Material [Plastic, Glass, Metal, Paper and Paperboard, Composite, Others], By Container Type [Bottles, Tubes, Sachets, Jars & Containers, Caps & Closures, Pumps & Dispensers, Others], By Application [Skin Care, Hair Care, Nail Care, Make-up, Fragrances, Bath & Body, Others], By Region, Opportunities, and Forecast, FY2017-FY2031

<https://marketpublishers.com/r/J658BB67E205EN.html>

Date: February 2025

Pages: 126

Price: US\$ 3,300.00 (Single User License)

ID: J658BB67E205EN

Abstracts

Japan Cosmetics Packaging market is a dynamic and thriving sector that plays a crucial role in the country's cosmetics industry. With a strong focus on quality, innovation and aesthetics, the market is driven by several factors contributing to its growth and development. Sustainable packaging and traditional & cultural values also play a significant role in Japan cosmetics packaging market. Japan has a rich tradition of skincare and beauty products, and the cosmetics packaging market has evolved alongside it to meet the unique demands of Japanese consumers. Due to a considerable consumer base, who is looking for various beauty and personal care products, Japan cosmetics packaging market is showing an impressive growth rate. It is forecasted to grow at 5.14% CAGR between FY2024 and FY2031.

Japan cosmetics packaging market is expected to reach USD 3.69 billion in FY2031 from USD 2.47 billion in FY2023, driven by a shift from luxurious and elegant packaging for high-end products to functional and convenient designs for everyday use. With a deep-rooted culture of meticulous attention to detail and a commitment to excellence, the Japan cosmetics packaging market continues to drive innovation and shape the overall consumer experience in the cosmetics industry.

Japan is frequently referred to as one of the packaging design leaders in the sector, from designing packaging that provides a unique experience in opening the product to adding minor detailing in design that is helpful to disabled and visually challenged people to improve their user experience.

Minimalism and Simplicity

Japanese packaging and product design has a long history, and J-beauty goods are frequently created by precise packaging and graphic designers. The typical Japanese consumer is highly focused on design and demands aesthetically beautiful things, work well, and deliver the product. Japanese consumers appreciate minimalist and functional designs that offer simplicity and convenience. Japan cosmetics packaging market often focuses on clean lines, sleek designs and practical features that enhance the user experience. Functional packaging elements, such as pumps, airless containers and easy-to-use dispensers, are in high demand. Along with simplicity and minimalism, Japanese packaging techniques like origami and furoshiki with natural materials are still preferred.

The 'Folded with Love' campaign from Shiseido urges visitors to share beauty with their loved ones. The campaign is inspired by origami, the Japanese art of folding paper.

Sustainable and Eco-Friendly Packaging

Sustainability is a significant trend in the Japan cosmetics packaging market. Consumers are increasingly conscious of environmental issues and seek products packaged in eco-friendly materials. Recyclable, biodegradable, and renewable packaging materials and reduced packaging waste are gaining popularity. Brands are also adopting eco-friendly practices in their packaging manufacturing processes.

Kao Corporation, a Japanese cosmetics company, has revealed new sustainability plans to eliminate plastic packaging waste by 2040.

As part of its vision for 'Conscious Beauty,' the Japanese company Shiseido is the most recent cosmetics company to commit to reducing the amount of plastic in its packaging. Shiseido has shifted its attention to ethical solutions as consumer desire for businesses to improve, including utilizing ecological packaging, is rising. Shiseido to collaborate with papermaker James Cropper to implement its responsible packaging strategy.

Innovative Packaging Solutions and Differentiation

The Japan cosmetics packaging market is highly competitive, with numerous domestic and international cosmetics brands vying for consumer attention. Packaging plays a crucial role in brand positioning and product differentiation. To stand out, brands continuously seek innovative packaging designs, materials, and technologies that offer unique and eye-catching features. Japanese customers are very open to innovation and enjoy experimenting with new things, admiring fresh aesthetics and buying goods that will simplify their life. While there are some Japanese market-specific packaging patterns for cosmetics like refill solutions, innovated in Japan, and Monodoses.

Drinks giant Kirin Holdings Company has partnered with Japanese cosmetics company, Fanc!l, to transform waste from the brewing process into packaging material for cosmetics. Fanc!l has collaborated with Kirin's Institute for Packaging Innovation Research to create more environmentally friendly plastic for its cosmetic products. The objective was to develop an alternative to PET, a plastic made from petroleum, which was used to package refills for Fanc!l's powder foundation.

Focus on Quality Packaging

The Japan cosmetics packaging market is known for its focus on high-quality materials and finishes. Brands emphasize using premium materials, such as glass, high-quality plastics and metal accents, to create a luxurious and upscale image. The use of special finishes like metallic, matte or glossy effects adds an element of sophistication to the packaging. In the latest trend, pack weight to product weight ratios are gradually declining, packs are becoming smaller and yet more value is added to the pack. Because of the ageing population, cosmetics are promoted to an older demographic that requires more consumer-friendly, easy-to-use characteristics. Generally, more utility and beauty product packaging is getting simpler to open and use, which is essential for the elder market.

Impact of COVID-19

Implementing a lockdown to curb the spread of the deadly virus disrupted the market and caused a halt to operations in several manufacturing facilities. To ensure product integrity, there has been an increased emphasis on hygiene practices, such as tamper-evident seals and protective packaging. The pandemic reinforced the importance of sustainability in packaging practices. Consumers are increasingly conscious of the environmental impact of packaging waste, leading to a higher demand for eco-friendly

and sustainable packaging solutions.

Brands that prioritize sustainability in their packaging choices will likely gain favour among environmentally conscious consumers. Japan cosmetics packaging market is expected to adapt to new consumer demands and explore innovative packaging solutions to meet the market's evolving needs in the post-pandemic era.

Key Players Landscape and Outlook

The outlook for the Japan cosmetics packaging market is positive, driven by factors such as the growth of the cosmetics industry, increasing demand for premium and innovative packaging and the emphasis on sustainability. Japan cosmetics packaging market is booming due to its innovative ideas and strong manufacturing sector, and Japan itself is a major consumer of its cosmetics packaging markets' end products along with a significant number of exports, providing packaging solutions to various cosmetics brands. The Penthouse Group, Yoshida and SR Packaging are popular names in Japan cosmetics packaging market.

Yoshida launched upcycled trays in collaboration with Orbis under the name 'CLNCE' for clean beauty products. The 'Upcycle tray' product will be available in grey colour or it will be multicoloured. With their consumers' help, they could use plastic intended to be thrown away to create a unique tray.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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