



**Euromonitor
International**

Beauty and Personal Care Packaging in Japan

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value formats, demographic shifts and evolving preferences driving a decline in packaging unit volumes
Regulations and sustainability goals drive shift towards bio-based, refillable and recycled packaging
Regulatory reforms drive brands towards low-impact and culturally resonant packaging solutions

PROSPECTS AND OPPORTUNITIES

Refill systems, value formats and SKU rationalisation will result in declining packaging unit volumes
Bioplastics and recycling technology will reshape the packaging landscape

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Beauty and Personal Care Packaging in Japan - Company Profiles

Packaging Industry in Japan - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 KEY TRENDS

Sustainability and health demands driving a shift towards portion-controlled, paper-based food packaging
Growth of rPET, metal packaging and paper-based alternatives in Japan’s non-alcoholic drinks industry
Convenience, innovation and sustainability drive market shift towards metal cans and bottles in alcoholic drinks packaging
Sustainable packaging innovation and regulatory leadership
Refillable, eco-friendly and compact packaging lead home care innovation
Rise of flexible, eco-friendly and user-friendly formats in Japan

PACKAGING LEGISLATION

Regulatory pressure accelerates sustainable packaging innovation
Impact on manufacturers and cost pass-through to consumers
Reverse vending initiatives open new horizon for cleaner Japan

RECYCLING AND THE ENVIRONMENT

Refillable and reusable packaging solutions from brand owners
Bio-based and recyclable material innovation a new normal
Consumer engagement and eco-labelling continue gaining momentum in Japan

Table 1 - Overview of Packaging Recycling and Recovery in Japan: 2022/2023 and Targets for 2024

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