



**Euromonitor
International**

Hot Drinks Packaging in Japan

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Navigating economic and environmental shifts in hot drinks packaging in Japan
Sustainability is a growing priority for both companies and consumers
Ageing population and urban lifestyles drive shift towards smaller pack sizes

PROSPECTS AND OPPORTUNITIES

Shifting consumption habits and rising costs to drive decline in hot drinks packaging volumes
Eco-friendly and refillable packaging to lead sustainability trends

DISCLAIMER

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

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-packaging-in-japan/report.