



Euromonitor
International

Alcoholic Drinks Packaging in Japan

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Liquor tax reforms and weakening alcohol demand lead to a decline in packaging unit volumes

Metal beverage cans preferred over glass bottles due to convenience and affordability

Gekkeikan and Masamune merge functionality and cultural storytelling with innovative packaging solutions

PROSPECTS AND OPPORTUNITIES

Packaging volumes expected to fall as ageing population shows declining demand for alcoholic drinks

Glass bottles are expected to lose popularity as preferences move towards metal cans for on-the-go consumption

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