



Processed Fruit and Vegetables Packaging in Japan

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall decline but flexible plastic records growth in frozen processed fruits and vegetables packaging
No significant new packaging developments as brands maintain established trends in processed fruits and vegetables
Ongoing shift away from metal food cans due to environmental concerns

PROSPECTS AND OPPORTUNITIES

Positive outlook for processed fruit and vegetables packaging over forecast period
Flexible plastic and glass jars to gain popularity amid evolving supply and demand

DISCLAIMER

Processed Fruit and Vegetables 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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