



Home Care Packaging in Japan

July 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plastic pouches declining due the growing environmental concerns about plastic waste

Folding cartons continue losing share in Japanese home care

The 350ml and 400ml pack sizes are most popular in Japanese surface care

PROSPECTS AND OPPORTUNITIES

Composite containers losing share in scouring agents

Sustainable and eco-friendly claims appeal to consumers in Japan

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/home-care-packaging-in-japan/report.