



# Dairy Packaging in Japan

June 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

PET bottles maintains the highest dairy packaging volumes, due to convenience and economic considerations

Functional benefits of plastic pouches support its share growth in powder milk

Gable top liquid cartons remains the main packaging type for fresh milk in Japan

#### PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to increase its share due to functional benefits

36g pack size set to become popular due to a combination of factors

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