



Alcoholic Drinks Packaging in Japan

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal beverage cans leads, due to its durability, and ability to showcase brand designs

350ml pack size leads, due to its convenience and portion control

PET bottles declines due to regulatory changes and premiumisation trend

PROSPECTS AND OPPORTUNITIES

500ml set to steadily lose share due to portion control and the health trend

Glass bottles to lose share to alternatives that are easier to transport and recycle

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