



# Plant-Based Dairy Packaging in Japan

June 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Brick liquid cartons popular for product freshness and sustainability

Polarisation in pack sizes in plant-based milk

350g pack size increases for plant-based yoghurt due to evolving consumer preferences

#### PROSPECTS AND OPPORTUNITIES

110g pack size set to maintain growth as demand for on-the-go consumption rises

Shaped liquid cartons expected to perform well in plant-based milk, at the expense of gable top liquid cartons

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